

PRINTERS'

Registered U. S. Patent Office

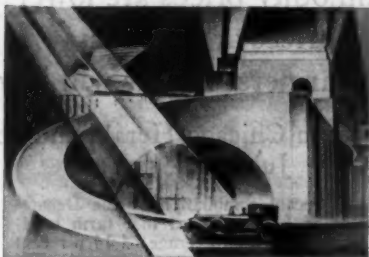
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B. A. I. S. 1922 with N. W. Ayer & Son



The future perfect tense

THE Rolls-Royce "Silver Ghost" was designed nearly twenty years ago. It was designed for the future. That future has become the present, and, according to Rolls-Royce standards, the "Silver Ghost" is a car of the past.

Now, a new Rolls-Royce has taken its place. It is the "New Phantom." It is an automobile designed for today and for the year 1950.

Here, surely, for advertising, the future perfect tense was indicated. The future perfect tense in copy! In illustration! In typography!

The "New Phantom" is in the class magazines. In the metropolitan newspapers. It is the future perfect tense in advertising announcing the future perfect tense in motor-cars.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



Now

is the time to plan for increased
rural trade

Because

Commodity prices are lower

Farm prices are higher

The Farmers' Dollar will buy more

B. C. Forbes in Chicago Herald and Examiner
July 19th, says:

"A recent compilation by the Department of Labor showed that farm products had risen an average of 14 per cent in the previous twelve months, contrasted with an advance of only $2\frac{1}{2}$ per cent in non-agricultural products. It also brought out that in the last two years farm prices have fared distinctly better than prices for other commodities."

The 18 Service Stations

of the Standard Farm Papers are located strategically to serve national advertisers who are working out localized sales and merchandising plans. Ask us for further particulars which will be furnished without obligation, on request.

The STANDARD FARM PAPERS

WALLACE C. RICHARDSON, General Manager

CHICAGO

NEW YORK

Courtney D. Freeman, Western Manager
307 North Michigan Avenue

Willard R. Downing, Eastern Manager
250 Park Avenue

*Your sales problem is national—but your dealer's is always local
The Standard Farm Papers meet both!*

The Wisconsin Agriculturist
The American Agriculturist
The Breeder's Gazette

The Prairie Farmer
Wallaces' Farmer
The Progressive Farmer
Pacific Rural Press

The Farmer, St. Paul
The Nebraska Farmer
Hoard's Dairyman

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXLIV

NEW YORK, AUGUST 9, 1928

No. 6

Keeping the Good Salesman Sold

Three Methods of Answering the Common Worries of the Man Who Sells

By Roy Dickinson

A BETTER, more intelligent type of salesman is doing a more effective selling job than ever before. The prevalence of hand-to-mouth buying, small inventories, larger stocks at the factory instead of on the shelf and competitive conditions have made it essential that the salesman of today shall know more than his predecessor did about resale and customers' selling problems. As in every other part of the industrial system, the present-day salesman has to be better than his ancestors, and he is.

He has a harder job than ever before. As one of the executives of the Middishade Company told me last week in Philadelphia, "In order best to serve the interests of their retailers, salesmen have to spend more time than ever before in their territories. Placement of orders is being governed by a diminishing budgetary requirement, and therefore business can best be obtained by salesmen being on the ground. The salesman of today to be successful must also be a merchandiser, and must be able to go through a merchant's stock with him, prepare for his peaks of business and help him anticipate by having sufficient merchandise on his racks. The salesman has to get to know his local merchants well enough to secure their confidence, and so to act as a stock control man for them. The man who wins his local dealer's confidence is on the way to help his customers get more business. The day of the occasional visitor,

the high pressure man, is done. Modern conditions demand increasing contact with customers; more calls made more effectively."

This new type of salesman, so much in demand by companies in every line which have aggressive competition to meet, also demands a new type of management. One such salesman—and he is a good one—told me that in the past he had made a list of the ten objections he heard most often and then devised effective ways to answer them. He found this method was sound except on one point. After he had listed them all and become familiar with them, they ceased to carry weight. They became merely old, moth-eaten objections. He forgot that to his prospects they were very real. Then, because of that fact, he began to get out of touch with his best customers. He found that he had to start all over again, forget that there were such things as objections and re-establish the close contact which he needed to meet modern selling conditions.

The fault common to some salesmen, of getting calloused to objections, is also a fault with some sales managers. The salesman who is making good today is a more sensitive individual than the salesman of the past. The things that worry him, his own problems, assume real importance to him and if he meets an attitude on the part of his sales manager which attempts to answer him by stock reason No. 4, he is likely to move on to new pastures. And in these

days it is so hard to train a salesman in the right selling methods, that turnover assumes a greater importance than it did in the past.

Take, for example, the salesman who, having made a good record in his own territory, believes that his selling ability warrants the addition of more territory so that he can make more money. If he has stayed awake nights thinking about it, and has considered it carefully at home, talking it over with his wife, and then receives stock answer No. 5, which is that if he will work a little harder this year he will make more the next, he may be apparently satisfied for the moment but his efficiency is cut down.

UNSOLD DEALERS

The vice-president in charge of sales for a New York novelty house has come to the conclusion that one of the worst faults in sales management is insufficient attention to the salesman's worries. He realizes that the man who comes to him with a request for more territory has taken every step in his own mind, including the very words he will use to try to sell the idea to his manager. Such a man is ambitious. He expects a careful hearing. This vice-president, therefore, thinks it not only impolite but poor tactics to meet the request with an off-hand remark or a form letter.

When the salesman comes to him with the story that his territory is too small, and that he doesn't think it is going to produce enough business to pay him the living he needs to send his daughter to college and his boy to military school, this executive listens carefully and then reaches over to a little black book which is lying on his desk apparently waiting for just such an occasion. The book contains sheets showing complete tabulations of towns and cities in every county in that salesman's territory which has two or more dealers who might possibly handle the line.

Since this vice-president believes that no single fact can be used as a measure of the individual sales-

man's success in the territory he already has, but that it is rather a general mental attitude toward his job, his customers and his company which makes him an asset or a loss, this book contains a method by which the salesman and his boss can go over the former's record and his value together.

"Perhaps your suggestion is a good one," he will say to the salesman. "Let us go over the territory together and find out."

And then they turn over the sheets and the salesman, in effect, rates himself in the presence of his boss. The pages in the book are not so much personnel charts, as they are a picture of dealer attention and effort on the line. The vice-president is not seeking to disclose the weak points in his salesman's methods. He wants to discover the weak points in dealer co-operation and effort which show that closer personal contact is needed. The salesman's weak points will come to the surface in any investigation of dealer coverage and resale effort. As the vice-president says: "The chart which attempts to rate intangible qualities as many of the personnel charts do, does not seem as important to me as a chart which will show at a glance the poor spots as well as the high spots in the distribution of the merchandise we are selling. That is why the chart which I go over with our salesmen rates the town so that at a glance we can see what effort has been spent there. We look, for example, at Boone County down at the bottom of the State. Here are twenty towns having more than two rated merchants. That means that we ought to have twenty dealers in the county. If we find we have only five or six I say to the man, 'Perhaps I will run down to Boone County with you the next time I am out in your section and see if we can't open up five or six more towns. Have you tried this plan? Have you done that?'"

While such a chart is a good check on the man, to show him his own weakness, it also is a check of the most constructive sort in that it brings the sales manager a

FOR QUICK RESULTS



CHRISTIAN HERALD

The Front Lawn Market *for* ELECTRIC APPLIANCES

More than half of the electric meters are in homes outside of cities of over 25,000 population—in the front lawn area of such cities.

One evidence of this is the wide sale of electric attachments among Christian Herald readers, most of whom also live in the smaller towns surrounding these larger cities.

For instance our readers have spent—

\$7,960,000 for washing machines
6,598,000 for electric vacuum cleaners
910,000 for electric stoves
703,000 for electric irons
522,000 for electric sewing machines
12,000 for electric curling irons

and
they spend each month

\$400,000 for electric current

There is no better way of reaching these key families who read Christian Herald than through the advertising columns of the magazine that is year after year their favorite.

Christian Herald

419 Fourth Avenue

New York City

picture of the company's progress in each town. It indicates how each product in the line stands in the territory and each factor of dealer effort with respect to that city is shown in the horizontal spaces provided. "It almost always happens," he says, "when a salesman comes to me and wants more territory that the net result of our conference is that he goes back to his own territory with a firm determination to build up the weak dealers in each city and to get more representative distribution and dealer effort out of the places where we have no dealers at the present time, or where the chart shows they are not using the point of sale advertising material we send them.

"It is a mistake," says this man, "to think that any system of pins, charts and reports can measure intangibles, and yet a chart such as the one we have, does furnish a guide to the sales manager, and is a helpful force in showing the salesman that the man over him is attempting to act as his partner rather than his boss. The way a salesman handles his customers, the way he helps them resell their merchandise, the amount of interest he shows in getting them properly to display the product, these give the best inkling of a salesman's value and indicate whether or not he is ready for more territory."

Many salesmen who are doing a good job get fed up because they are forever being nagged about sending in reports. A form letter is sent out from the home office to the effect that if the salesman will keep the firm posted about what he is doing, the office will help him by sending his customers follow-up matter. When this type of letter fails to bring the desired results, the sales manager often loses patience and makes it very clear to the offender that if the reports are not sent in he will soon be supplanted by someone who will send them. Every traveling salesman knows how difficult it is to sit down to write a report when what he has to write is a liability instead of an asset. When there is something to report, a report is bad enough, but even a hot form letter from

the president is not likely to draw a report from a man who has nothing but a string of failures to show for his week's work.

HOW TO GET REPORTS

The president of a big beverage house who came up from the selling end has one method of getting reports which does not resort to the strong arm method but nevertheless brings home the bacon. He remembers that when he was on the road he was always anxious to get his expense account in under the wire. He has given all of his salesmen a combination report and daily expense account.

One side of the form provides for the various items of expense, and the other side offers the opportunity for a quick daily report. On the report side there are spaces where a salesman may enter the names of the dealers and prospects he called on during the day, together with a few words on the result of the interview. Below this space is a series of questions which call for information about how well the dealer displays the advertising material furnished him by the company and similar details.

If one of the new metal signs is placed near the front of the store door the salesman merely has to check a "yes" or a "no" square. Such queries as these are also asked: "Does this dealer use newspaper advertising, has he a mailing list, will he use cuts, will he use a counter display?" In all cases the salesman is required merely to check "yes" or "no."

By getting his men into the habit of using this simple daily report form, it is no longer necessary for the president or sales manager to write reminding salesmen that they still owe reports for Monday and Saturday of the week before last. Few sales managers ever heard of a salesman who neglected to send in his expense account, and this combination of a simple form with the expense account on the other side has worked out well.

Another thing which makes many a high-strung salesman nervous and discouraged is a series of letters from the home of-

(Continued on page 169)



Showers and Cooler

The "Order of the Bath" in the Lynch household used to be Ma, Pa and (under pressure) Stanley. But now Stan is a regular and willing customer—now that the built-in shower is finished. Before, he was beginning to rebel against ordinary tub immersions. Said he'd rather go up to the "Y. M." and take a shower. And that ultimatum scandalized his mother; she vowed no son of hers should take his baths out because he couldn't get a shower at home.

Stan knew he'd make 'em put in a real he-man's bath *some time*—if he just kept pegging away. Leave it to Stanley—and all boys, for that matter—to keep "pegging away" until they

get what they want. There are ways and means of educating an old-fashioned family to appreciate modern conveniences—"ways and means" that every boy knows.

Stan Lynch reads **THE AMERICAN BOY**. So do 500,000 other wide-awake chaps like him. Fellows who know what's new and desirable in the world of merchandise. Familiar with advertised names—backing quality products in their own effective way. 80% are of high-school age—really men in everything but years. Start this potent sales force rooting in your behalf. Advertise to them in **THE AMERICAN BOY**. November forms close September 10th.

The **American Boy**
 Detroit Michigan



An extra added FEATURE

of this new book
of sales facts . .

Retail Shopping Areas gives a graphic picture of your markets according to actual retail distribution

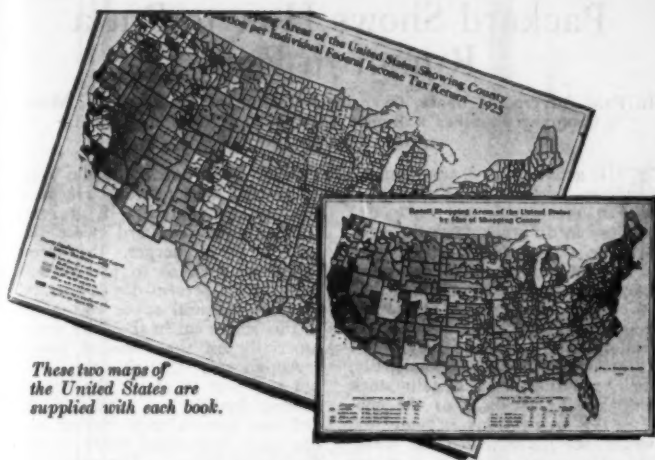
YOU will find in a pocket at the back of *Retail Shopping Areas* two large United States maps. These are in four and six colors, and supplement the detailed colored state maps. Let them help you with your sales quotas, as they have helped others.

Look at U. S. Map I. You can group at once the real retail shopping areas of the country according to the size of the main shopping centers. You note, for example—that there is a quarter of the population of the entire country tributary to only fourteen centers—but that there is one entire half which requires over 600 centers to serve it!

Can they buy your product in "Farmington?" Map II indicates for you the per capita buying power of every county in the United States.

A mine of market information

Retail Shopping Areas enables you to rate the specific markets for your product both as to character and size. It puts in your hands complete practical facts about economic distribution not before available.



These two maps of the United States are supplied with each book.

Retail Shopping Areas first lists the 683 shopping areas of the United States according to the size of the centers. It then gives the details about each, at length. It furnishes the time-saving Summary for Quota Work. It also lists each county by states, and names all incorporated places. The Appendix gives you seven bases for sales quotas by states.

We believe any sales executive, anybody interested in market analysis or research, will find this book indispensable.

The two United States maps from *Retail Shopping Areas* may be bought separately while the extra run lasts. Map I is 50c. Map II is \$1.00. The price of the book is \$10.00. Mail the coupon below.

J. WALTER THOMPSON COMPANY

J. WALTER THOMPSON COMPANY
420 Lexington Ave. (Room 1104), New York City.

Please send me at address below:

Copies of Map No. 1, @ 50c each.....
Copies of Map No. 2, @ \$1.00 each.....
Copies of *Retail Shopping Areas*, @ \$10.00.....

Name.....

Street.....

City..... State.....

Packard Shows How to Put a Rumor to Rout

In Paid Advertising Space, Over the Signature of Its President, Motor Company Squashes a Rumor That Would Not Be Downed by Other Means

THE activities of traders on the New York Stock Exchange—not to mention other stock exchanges in different cities throughout the country—frequently have a very definite reaction upon the companies in whose securities they speculate. Sometimes this reaction is a favorable one. These traders are shrewd judges of future values and, occasionally, their activities in a certain stock will call the attention of the public to a meritorious organization which has not received the financial recognition to which it is entitled.

However, there are also occasions when stock exchange traders will spread unfounded rumors that hurt an organization purely because the propagation of these rumors may help them to reap speculative profits. Rumors of this nature have been particularly prolific during the last several years, since they are the usual accompaniment of a bull market. Many companies have been involved, at one time or another, in rumors originating in this manner and the automobile companies especially have been seized upon as subjects for gossip.

The rumors involving the automobile manufacturers have had to do with contemplated mergers and Packard has been prominent among the names mentioned. These rumors have had Packard merged with almost every prominent automobile company, including Nash and Hudson. The gossip did not redound to the benefit of the Packard company since most of it was to the effect that in any merger which was consummated, Packard would more or less lose its identity.

Shortly after this gossip gained circulation, Alvan Macauley, president of the Packard Motor Car Company, issued a statement to the press in which he denied that

Packard was, at the time, contemplating any merger. He went further and said that if, at some future time, Packard were involved in a merger, the terms would be such as to preserve, *in toto*, the present-day Packard identity. Liberal space was given to this statement in the daily press, especially on the financial pages.

Apparently, though, this was not sufficient to scotch the rumor. Within the last two weeks, Packard has gone a step farther and has used large-sized space to put the rumor to rest. The copy used really achieves a double purpose: not only does it most effectively spike the gossip that is going around, but also in doing so it adds to the prestige of the Packard company.

The magazine copy is captioned: "Packard Identity Will Endure." It is signed by Alvan Macauley and reads:

Recently there has been a great deal of discussion in the press regarding combinations and mergers of motor car companies. Most of these rumors and newspaper articles have mentioned Packard as one of the companies to be combined or merged.

Our position has been and is, that we will not merge or consolidate with anyone. We have made our own way from the beginning. We have created a position for ourselves and a reputation that is distinctive and unique. We do not intend to surrender either.

The personnel of the company from the beginning was made up of men who knew and loved fine things, mechanically and artistically. So the company was born to occupy the fine car field. Its reputation has been made in this field, so it is natural that we should feel that we can serve the public best by confining our efforts and development to it.

The history of fine things throughout the world shows that they are produced by men and organizations that have no other thought, no other ambition, and no other ideals.

We do not build to a price and we do not cater to the world. Our clientele knows us well and we know them. They are discriminating and we try never to lose sight of that fact. We know that the single standard of high quality will produce better motor cars

Only
7 cities
in the
United
States
have
daily
newspapers
with
larger
circulations
than The
Des Moines
Register
and
Tribune.

Net paid daily average first six months 1928

229,304

than were we to attempt to secure the business of the world by building to all the pocketbooks in it. The public has appreciated our single standard of quality ideals and we shall stick to them.

We are not opposed to expansion. On the contrary, we realize its advantages. We shall continue to seek expansion as the merit of our product, the improvement of our facilities, and our service to the public may warrant. We may even from time to time expand by the absorption of other desirable companies. We will expand in any way that will enable us to best serve the public and win its favor.

But, very definitely, we do not intend to lose our identity through any merger, combination, or consolidation, now or hereafter.

The files of **PRINTERS' INK** contain a number of references to advertisers who have used paid space to combat the rumor monger. For example, Colgate, which was recently involved in a merger with Palmolive, found it necessary, back in 1921, to use paid advertising to fight a rumor to the effect that it was not American owned. During the same year, Studebaker had to do some special advertising to overcome certain gossip regarding its earning record. Other large organizations which had to do similar advertising are Standard Oil of Indiana, The Great Atlantic & Pacific Tea Company, and the J. G. Brill Company, manufacturer of electric railway cars, which took newspaper space to run a public denial of a report that it had been recapitalized or sold.

W. R. Blend Advanced by Chicago "Tribune"

W. R. Blend, formerly manager of the Ohio division of the national advertising department of the Chicago *Tribune*, has been appointed to succeed Arthur Myhrum as Western national advertising manager. Mr. Myhrum, as mentioned in a recent issue of **PRINTERS' INK**, has become advertising manager of the Chicago *Daily Journal*.

American Ammone Appoints Redfield-Coupe

The American Ammone Company, New York, maker of "Ammo" and "Fyr-Pruf," has placed its advertising account with Redfield-Coupe, Inc., advertising agency at that city. Newspapers and farm papers will be used.

C. A. Hope Given New Duties by Agency Association

Following the resignation, previously reported, of James O'Shaughnessy as executive secretary of the American Association of Advertising Agencies, John Benson, president, announces that Clarence A. Hope, assistant executive secretary, will take over some of the duties relinquished by Mr. O'Shaughnessy. Included in these duties will be the signing of official bulletins issued from headquarters.

Mrs. L. W. MacKenzie, who has long been associated with the headquarters office, has been appointed assistant to the president.

A. W. Shaw Sells "Industrial Distributor and Salesman"

The *Industrial Distributor and Salesman*, formerly published by the A. W. Shaw Company, Chicago, has been sold to the Electrical Trade Publishing Company, of that city, publisher of *The Jobber's Salesman*.

A. E. Paxton, who has been managing editor of *Industrial Distributor and Salesman*, will continue in that capacity. A. M. Morris, formerly Western manager of *Industrial Management* and, more recently, with the Western staff of the *American Magazine*, will be advertising representative.

"Hotel World" Combined with Ahrens Publishing Company

Henry J. Bohn, for fifty years publisher of the *Hotel World*, Chicago, has combined forces with the Ahrens Publishing Company, Inc., New York, and will continue as part owner and editor emeritus of that magazine.

M. E. Woolley, Western manager of the Ahrens company, will be vice-president, business manager and editor of the *Hotel World* Publishing Company. L. A. Guernier will continue as managing editor and O. M. Gleason as advertising manager.

Postum Company Acquires La France Manufacturing

The Postum Company, Inc., New York, has reached an agreement with the La France Manufacturing Company, Philadelphia, maker of La France laundry products, "Satina" and "Softo," to acquire all of its stock. No changes will be made in policy or personnel, except that the La France company will become a subsidiary of the Postum company.

O-Cedar Account to N. W. Ayer

N. W. Ayer & Son have been appointed to direct the advertising account of the O-Cedar Corporation, Chicago, maker of "O-Cedar" mops and polish.

Buying Guide of Four Out of Five Milwaukee Families!

New Milwaukee Sales Co-operation

THE new Housewives' Institute of The Milwaukee Journal is creating new selling effectiveness for advertising campaigns in the prosperous Milwaukee-Wisconsin market.

Lectures and demonstrations of advertised food and household products are conducted each week by The Journal Housewife and other home economics experts in The Journal model kitchen.

Three thousand housewives are already signed members, and other thousands who cannot attend Institute activities regularly read about them in The Journal women's pages. Increase sales for your product through this co-operation!

THE MILWAUKEE JOURNAL
W FIRST BY MERIT W

More Than One Half Million Wisconsin Readers Every Day!

THE DAILY NEWS has set a new pace in Chicago for the reporting of financial news. Three months ago it announced that thereafter it would publish a final markets edition containing the complete report of the financial day at the record hour of 2:45 p. m. (Chicago Daylight-Saving Time).

The Final Markets edition of The Daily News is the first complete market report available in Chicago by more than half an hour.

To identify this edition and to typify the news-gathering enterprise which makes it possible, The Daily News has given it

**a New
Symbol**



THE CHICAGO A

CHICAGO'S HOME NEWS

Advertising Representatives:

NEW YORK
J. B. Woodward
110 E. 42nd St.

CHICAGO
Woodward & Kellogg
300 N. Michigan Ave.

DETROIT
Woodward & Kellogg
200 Fine

MEMBER OF THE 100% GROUP OF PUBLISHERS

It stands for accuracy . . .
completeness...speed, stand-
ards of The Daily News in
every edition, every day.

STREAK

Final Markets Edition

Financial advertisers seeking to reach Chicago business men will find The Daily News with its new and record-breaking tempo a medium increasingly favorable for their purposes. Indeed, every advertiser will find the alert, progressive type of reader who demands and supports the most in newspaper enterprise, a valuable target for any campaign.

DAILY NEWS

NEWSPAPER

DETROIT

Kelly
n Av
Woodward & Kelly
Fine Arts Bldg.

SAN FRANCISCO

C. Geo. Krogness
303 Crocker 1st Nat'l Bank Bldg.

GROUP OF AMERICAN CITIES



Ripe for Advertising

BULGING GRANARIES!

\$60,000,000 is pouring into Oklahoma City banks from Oklahoma's bumper wheat crop—the second largest in the history of the Southwest.

Increasing Building Activity! Building permits issued in Oklahoma City for the first six months of 1928 totaled \$9,600,775, a gain of \$3,333,598 over the same period in 1927, in itself a record year.

Lower Freight Rates! Reduced freight rates on inbound commodities, effective July 14, have lowered materially the cost of bringing 35 important products to the Oklahoma City market.

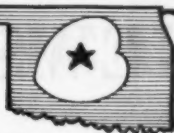
Rightly indeed may national advertisers cast a covetous eye on this prosperous market, for here is buying ability—and *inclination*—to absorb entire **FACTORY OUTPUTS.**

Through the Daily Oklahoman and Times, the Oklahoma City market may be reached and *sold* at one low advertising cost. Investigate!



The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

*Thoroughly and alone
cover the Oklahoma
City Market*



**E. KATZ SPECIAL
ADVERTISING AGENCY**
New York - Chicago - Detroit
Kansas City - Atlanta
San Francisco

The OKLAHOMA PUBLISHING COMPANY

also publisher of

The OKLAHOMA FARMER-STOCKMAN

A Business Goes on Trial Before a Jury of Its Salesmen

Executives from Every Department Are Examined and Cross-Examined at a Sales Conference—Court Record of Proceedings Answers More Than 1,000 Questions Submitted by Men in the Field

By Elbert Stewart

LAST week the Edison Lamp Works of the General Electric Company went on trial before a jury of its sales representatives. Every phase of the business was subjected to a rigid investigation. Department heads were examined and cross-examined as to the "hows" and "whys" of policies and methods.

Plans for this investigation had been under way for several months. They started when the sales department began to map out a program for its annual sales conference. It was decided to change the customary procedure, but those invited to the conference knew nothing of that decision. The form that the conference was to take was kept a secret in order that the dramatic element, so essential to maintaining interest, might be sprung at the opportune time.

For a number of years the Edison Lamp Works has held conferences to which were invited its field men and district representatives and their salesmen. (In ordinary parlance, this would mean jobbers and jobbers' salesmen.) The programs were complete. Speakers reviewed the operations of the past year and described plans for the future. With all this careful preparation, it was felt that there was something missing, something that could stimulate greater participation in these conferences from the conferees themselves. No certain answer could be made to the question, which comes up at the close of sales conferences, "Did our men get all the information they expected?"

An opportunity was always provided for encouraging inquiries from the conferees. Nevertheless it was noticed that a representative in conversation alone with a com-

pany official would ask questions when he would not rise up to put the same inquiries before a meeting. Two reasons account for this circumstance. One is that some men hesitate to make themselves conspicuous or, perhaps, they feel that they cannot present their problem in an open address. Second, as a planned program moves along its course, salesmen become so interested in the conference that, only after the conference is over, do they realize that they forgot to speak about a particular problem they had in mind.

How, then, could a conference be planned that would meet the individual requirements of each attendant, that would not only provide such information that the company wished to give but, also, would give a sales representative the particular information he wanted? A study of sales conferences was made. It was found that most were of a stereotyped nature and those that recommended themselves for various reasons were not adaptable.

Uppermost in the minds of those searching for an idea was the wish to capitalize on questions which were constantly being asked concerning company policies and methods. Discussion finally resulted in a decision to put the whole business on trial. From this grew the plan to hold a trial, in legal form, at the conference itself.

As in every legal battle, it was necessary to gather evidence, conduct preliminary investigations and summon witnesses. Weeks before the trial was scheduled, letters went out to the sales organization requesting that there be sent to headquarters a list of questions on which information was desired.

Field men in the district offices were told to consider the question side of their daily business in greater detail than ever before. District representatives were requested to list the questions put to them by retail agents. Retail agents, in turn, were asked to tell about the inquiries put to them by consumers.

By means of this system, headquarters received questions concerning every phase of the business. All this time, however, no indication was made known regarding the use to which these questions would be put. They were collated and allocated among department heads to allow time for careful study in advance of their formal presentation at the trial.

On the day that the annual conference opened, the morning and afternoon sessions proceeded as in previous years. Factory and research specialists explained the work of their divisions covering Edison and Mazda services, the supervisor of credits and collections discussed the operations of his department and G. C. Osborn, general sales manager, summarized the business outlook for the industry.

THE SURPRISE OF THE CONFERENCE

These talks, for the most part, were so technical or general that very few of the questions touched upon them. The surprise of the conference was hurled into the meeting when E. E. Potter, assistant general sales manager, rose and, in substance, delivered the following criticism:

"I am very much disappointed with the way this conference has been conducted. We have been conducting these conferences for many years. In general they are pretty much the same. It is my feeling that the conferees are not getting the information of most benefit to them.

"I have been sitting here for several hours. I am afraid if I had to go through a whole week of this, I'd find myself getting bored."

This straightforward talk made his audience sit up and take notice. Ralph E. Harrington, of the adver-

tising staff, who was presiding, showed surprise.

"You feel that you would get more out of this conference," asked Mr. Harrington, "if you were given an opportunity to ask questions and receive information concerning the specific things with which you deal every day, the specific phases of business nearest to you?" There was a general chorus of assent.

Mr. Potter again spoke up: "For example I would like to ask a few pointed questions myself. Just where is the lamp business headed? With prices going down [on July 1 the company had reduced prices] how can an agent make money unless his compensation is increased? Why do we spend so much money on advertising? Why not pass some of this over to agents in the form of increased compensation?"

These questions had a kick in them. They struck matters which, undoubtedly, are the subject of greatest thought to the trade yet which, for obvious reasons, an agent would hesitate to advance himself.

Mr. Harrington, speaking to Mr. Potter, said: "I understand you want to put the lamp business on trial. I suppose you want a judge and jury and everything else. All right, will you let us have a few moments to arrange for these things?"

Mr. Potter agreed. The presiding officer stepped down from his platform, rang a bell and in trouped a group of stage hands. A judge's bench was set up, and a chair provided for witnesses. Mr. Harrington, donning judicial robes, mounted the bench and, for the rest of the conference, became both judge and prosecuting attorney. He called upon Mr. Potter as the first witness, queried him as to his willingness to answer all questions put to him and, receiving a favorable answer, issued a call for an immediate adjournment until the next morning.

Events happened so quickly that the sudden adjournment left the conferees full of expectancy as to what would happen the next day. They were told all questions would

be answered. The next morning sheet after sheet of questions was contributed to be added to those already collected. A large blue box, labelled, "Questions" occupied a conspicuous place on the judge's bench, inviting further contributions during the conference. These questions were given to the respective authorities qualified to answer them so that, when a witness was called upon, he would be prepared to give each subject a thorough discussion.

The order of the court was to call a witness to the stand and instruct him to tell all he knew about his end of the business. At a later session, the witness would be recalled for a cross-examination. Conferees constituted the jury. Upon recognition of the bench, a juror could arise and tell about his own experiences in the subject under discussion. The judge also, on reference to his list of questions, would put those which had not been answered in the testimony of the witness, directly to the witness.

ABOUT 125 MEN PRESENT

The court sessions were held at the Edison Lighting Institute, Harrison, N. J., and were attended by about 125 field men, district representatives and their salesmen. They came from all parts of the country. Court was opened at nine o'clock and adjourned at five in the afternoon. Recess was held at noontime for lunch served by the Edison Lamp Works. With the exception of the field men, expenses of the conferees were paid by their district representatives.

All conferees had accommodations at the Newark Athletic Club where, in the evening, group sessions were held and an opportunity given the men further to unburden themselves of their problems and to get acquainted with one another. On Thursday afternoon, the court adjourned and the conferees took part in a program of outdoor recreation at Mazda Brook, a General Electric country club.

One day was given over to examination of witnesses from the

advertising department and the submission of evidence and exhibits on behalf of the defendant. Witnesses discussed merchandising trends, the company's research studies and its plans based on these investigations. The Six Shooter campaign, a new fall sales activity, was described in detail, preceded by a dramatic introduction. The Six Shooter idea is based on the Wild West reputation of the cowboy who always got what he went after. It encourages the sale of lamps in cartons of six, instead of one or two lamps.

A court session was interrupted by the firing of shots outside the building. Cowboys, dashing into the courtroom, announced the Six Shooter campaign. Simultaneously, curtains were drawn back from a stage on which were exhibited displays of the advertising material which is to support this campaign. When the excitement quieted down, order was restored by the judge who called upon the witnesses to explain how each exhibit fitted into the campaign.

The advantages of this type of sales conference, according to those who directed its preparation, lie principally in the belief that a man learns best when he asks questions about things he wants to know. It is not enough, however, merely to give him this knowledge but, also, to make certain that it will always be available and not forgotten.

What took place at the sales conference trial covered a complete survey of the lamp business. Practically every question that might be raised in connection with distribution was covered. It is recognized that the facts were too much to expect a sales representative to remember so, to protect against the frailties of human memory, all proceedings at the trial were taken down by a court clerk. These will be compiled in portfolio form, constituting a permanent record. For the first time members of the sales staff will have in their hands a complete treatise as a source of reference.

An official of the Edison Lamp Works was asked why the answers

to all the questions it had collected could not have been similarly answered by means of a portfolio and the conference itself dispensed with. In reply, he pointed out that not to hold the conference would deprive the company of one of the two important benefits of the conference idea, personal contact.

The other major benefit is the dissemination of knowledge. With the passing of time, impressions fade. The men return to their home territories, plunge into their work and personalities grow vague. But when impressions have faded, knowledge remains which may be put to practical use every day. It is believed that putting the Edison Lamp Works on trial helped to bring about a conference, the success of which is doubly assured by placing a copy of the record in the hands of every attendant.

Scott Kingwell Advanced by Federated Publications

Scott Kingwell, who has been Western representative of *Tires* and *Automotive Electricity*, with headquarters at Chicago, has been made office manager of the Western office of the Federated Business Publications, Inc., and associated companies, publisher of *Tires* and *Automotive Electricity*.

E. H. Moran to Represent "Automotive Electricity"

E. H. Moran, formerly associated with his brother as publishers' representatives, at Chicago, has been made Western representative of *Automotive Electricity*, with headquarters at that city.

L. P. Hicks Joins Conely, Kappes & Curtis

Livingstone P. Hicks, formerly with the Reincke-Ellis Company, Chicago, has joined Conely, Kappes & Curtis, Detroit advertising agency, in the capacity of manager of the planning and production departments.

Homer Jenkins Joins Criterion Service

Homer Jenkins, who has been conducting his own steel business at Chicago, has joined the national sales force of Criterion Service, New York, and will operate from the Chicago office.

James A. Watson has joined the staff of Hal Walton, window display specialist, New York.

Paul Block Buys Brooklyn "Standard Union"

Paul Block has purchased the Brooklyn, N. Y., *Standard Union* of which he becomes publisher. Purchase was acquired from The Union Publishing Corporation, which was organized last year when Joseph J. Early, heading a group of prominent Brooklyn business men, bought this newspaper property from the estate of William Berri.

On the previous change of ownership the property was transferred for a purchase price of \$901,000, cash. While the purchase price paid in the recent transaction has not been stated, at the time Mr. Early and his associates took over the *Standard Union*, Mr. Block was second highest bidder for the newspaper with an offer of \$900,000.

Mr. Block has long been active as a newspaper publisher and his acquisition of the *Standard Union*, his fifth newspaper, marks his entrance into the New York field.

He is owner of the Newark, N. J., *Star Eagle*, Toledo *Blade*, Duluth *Herald* and the Pittsburgh *Post-Gazette*.

Mr. Early, who has been with the *Standard Union* for twenty-eight years, continues this association as associate editor. William F. Reynolds continues as advertising manager, a position that he has held for a number of years.

Daniel Nicoll has been appointed general manager and Charles J. Boyle, secretary. Both Mr. Nicoll and Mr. Boyle are members of the Paul Block organization.

The *Standard Union* dates back to 1863, when it was founded as the *Union*. In 1877 it absorbed the *Argus*. The *Standard*, founded in 1884, bought the *Union* three years later. The paper has since been published as the *Standard Union*.

To Publish Petroleum Equipment Catalogs

The Gulf Publishing Company, Houston, Tex., publisher of specialized oil journals, has organized a petroleum catalog department which will publish three catalogs covering the three major branches of the oil industry. These catalogs will be: "Composite Catalog of New and Standard Oilfield and Pipe Line Equipment," "Composite Catalog of Oil Marketing Equipment" and "Composite Catalog of Petroleum Refining and Natural Gasoline Equipment."

J. A. Cormack Joins Milwaukee Printing Concern

J. A. Cormack has been made director of advertising of the Milwaukee Printing Company and Milprint Products Company, Milwaukee. He was recently with the advertising division of Eline's, Inc., at that city.

Sidney A. Olson has joined the staff of Stevens & Wallis, Inc., Salt Lake City advertising agency.



*Largest Circulation in America among *Morning Newspapers*

*Standard Size Newspaper

Certainly here is a merchandising outlet no advertiser can reasonably ignore—reaching as it does an audience of reader-families greater than the total number of families in Detroit—in Cleveland—in St. Louis—or Los Angeles.

THE CHICAGO HERALD and EXAMINER

National Advertising Manager—J. T. McGIVERAN

EUCLID M. COVINGTON

T. C. HOFFMEYER

285 Madison Ave., New York

625-6 Hearst Bldg., San Francisco



The Biggest Appetite in the World—

The biggest sales opportunity in the world.

New York consumes two billion dollars worth of food every year. And this huge expenditure steadily increases. The market's population of 9,500,000—the greatest concentration of consumers in the country—has a decided preference for one evening newspaper. Over half of all those buying any standard New York evening newspaper buy the New York Evening Journal.

Food Manufacturers—Chain Stores—Advertising Agents—all agree that the greatest of all sales producing weapons in the New York market is the New York Evening Journal.

The Evening Journal led all other New York newspapers in the number of lines of food advertising for the first six months of this year—a leadership in lines—in dollars—in results—anyway you want to figure it.





Business is Good

in the

New York

Market

for

Advertisers

in the

NEW YORK

EVENING JOURNAL

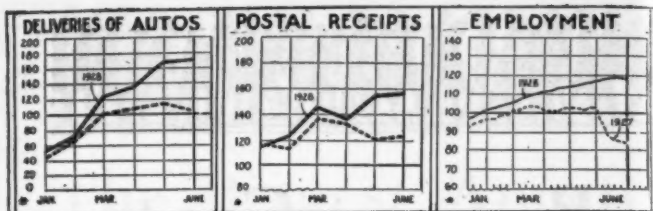
*The Greatest Circulation of any Evening Newspaper in America
and a QUALITY Circulation at THREE CENTS a Copy
Daily and FIVE CENTS Saturday*

Hearst Building
Chicago, Ill.

9 EAST FORTIETH STREET
New York City

Book Tower Building
Detroit, Mich.





The Unusual in Markets and Media

EMPLOYMENT is higher in Detroit than at any time in its history. Above, note the chart showing the rise of the employment curve over a year ago. Postal receipts are higher and automobile sales in the Detroit market are very much higher. These three business indicators show the prosperity of the Detroit market in no mistakable terms. Business this fall in Detroit is assured.

Advertisers who wish to cash in on the fertility of America's fourth market have in Detroit the unusual advantage of being able to reach four out of five homes taking any English newspaper through The Detroit News, alone, thus influencing the whole field at one cost and at one time.

*Figures in chart above are based on monthly averages between 1923 and 1925, 100 being the base figure.

The Detroit News

The HOME newspaper

New York Office

I. A. KLEIN, 50 E. 42nd St.

Chicago Office

J. E. LUTZ, 6 No. Michigan Ave.

Childs' Stockholders Win a Point in Fight for Return to Advertising

At Their Insistence, Childs Restaurant Chain Gives Up Meatless Policy and Advertises the Fact

By Bernard A. Grimes

AN event of significance to the advertising profession took place several months ago at the annual meeting of the Childs Company. At that meeting a number of its 5,000 stockholders rose and criticized the advertising policy being pursued for the coast-to-coast chain of 120 Childs restaurants.

There is nothing unusual in the mere criticism of advertising by stockholders. Frequently, officials of businesses have been questioned as to the reason for seemingly large advertising expenditures which, it was thought, might well be distributed in increased dividends to stockholders. That was not the contention of the Childs' stockholders, however. They wanted to know why advertising had been discontinued. They argued for its resumption.

Those responsible for the creation of advertising programs and budgets, have seen education gradually break down opposition to advertising on the part of banks and boards of directors. They should be pleased with the action of the Childs' stockholders as a further evidence of a broadening appreciation of advertising.

How did the administering officials of the Childs' restaurants view these attacks on their management policies? Before review-


ing developments to date since the meeting, it would be well to outline the more important objections voiced by the stockholders.

For one thing, earnings have suffered a drop. This is reflected in a depreciation of the company's

stock from a high of 74 $\frac{1}{2}$ in 1925 to a low of 38 reached this year. Childs had, in the course of several years, discontinued regular newspaper advertising; it undertook to prescribe what its patrons should eat by eliminating meat courses; it set out on a mission to advance the cause of vegetarian theory; it also embarked on an educational campaign to acquaint the public with dietetic knowledge on menus and through leaflets as to caloric and vitamin contents.

Further, the management opened new restaurants with anything but the familiar markings which had previously identified the chain.

All these matters came up for due comment at the meeting. Elihu J. Zwilling, a lawyer and a stockholder, when notified that the annual meeting was to be held, went to it determined to ask for accountings other than those tabulated in the annual reports. He did ask his questions. So did about twenty other disturbed stockholders. The meeting was



NEW
BILL OF FARE
Freedom of Choice
MEATS
For the Meat Eater
FRUITS CEREALS
FRESH VEGETABLES
DAIRY PRODUCTS
For Health and Economy
AND THE BEST
50c TABLE D'HOTE MEAL
IN THE COUNTRY

THIS IS ONE OF THE NEWSPAPER ADVERTISEMENTS WHICH CHILD'S IS USING AS A TRIAL OF ADVERTISING'S EFFECTIVENESS

turned into a defense of company policies.

In the absence of William Childs, president, his spokesman pointed out that Mr. Childs, together with his brother, the late S. S. Childs, had made of the business the institution it now is, with its wonderful prestige. Consequently, the president must know what constitutes the best policies for its continued expansion.

Such explanations were unsatisfactory and the meeting ended in a deadlock. It was arranged that Mr. Zwilling should represent the interests of the minority stockholders and that he should meet with Mr. Childs for further settlement of the points at issue.

Time went by and no conference was arranged. Mr. Zwilling wrote a letter to Mr. Childs calling attention to the agreement to hold such a conference and demanding its arrangement.

It is only this week that Mr. Childs and Mr. Zwilling were to get together. In the meantime, however, changes have been effected in line with the minority's recommendations. Several contributing factors have helped to make these changes possible. For one thing, it seems that a holder of a large block of stock had been in agreement with the feelings of the minority and had been quietly trying to influence the management to change its policies. The publicity given to the outbreak at the annual meeting and the organization of discontented stockholders has brought added pressure to his support.

Another circumstance is the fact that some managers have not followed policies to the letter, which has confirmed the suspicion that Childs should cater to the wants of the public, not try to reform its eating habits.

For example, the business of one store showed a marked increase. Its manager did so well that he was transferred to build up the patronage of another unit. He had been serving meat dishes, unknown to headquarters. His successor adhered to the no-meat policy and sales immediately fell down.

Instances such as this, coupled with the demands of the stockholders, undoubtedly are responsible for the return of meat dishes to the Childs menu.

The stockholders have gained another point. In line with modern trends, Childs has built its newer restaurants in individual settings, such as a French village or an English tavern. Heretofore, these have not carried the familiar trade-mark of "Childs" and their identity was unknown to the passerby. These restaurants, with few exceptions, now carry the trade-mark on the windows.

There is a sentiment among some of the stockholders that Childs has got away from being a popular-priced restaurant. It is felt that while charges attract a substantial breakfast trade, patronage through the day is not so general as might be if the cost of a meal were not so high. This contention, it would seem, has been recognized to some extent by the management which, for some time, has been featuring a special lunch for 50 cents.

Prominent mention of this lunch is made in current newspaper advertisements which testify to another victory for the stockholders.

With the appearance of the first advertisement, a representative of *PRINTERS' INK* called upon Mr. Zwilling to ascertain how it met with the wishes of himself and other stockholders. Mr. Zwilling believes that the arrangement of the advertisement, which is reproduced with this article, carries an unnecessary reflection against those who like meat.

"Meats for the Meat Eater," in his opinion, is a tactless slap in the face of the man who likes to eat meats. It implies that a meat eater, if he can't control his desires, can have meat, but if he would be healthy and economical, he can exercise discretion and order fruits and cereals. He sees no reason for drawing distinctions between meat eaters and other kinds of eaters.

Mr. Zwilling also feels that copy should be explicit and state that Childs is in the restaurant business. In order that traveling business

Free from Depressions *as well as* *from Booms*

IN selecting markets for intensive advertising and sales development, give full consideration to the stability of the market. The Indianapolis Radius offers exceptional advantages, not merely this month, or this season, or this year, but *steadily!*

The 2,000,000 population Indianapolis Radius has consistent buying power . . . Its business workers have substantial incomes, its industrial workers have steady employment and good wages, and its agricultural workers, through widely diversified crops, have a remarkably well balanced cash income every month of every year.

In gross value of all farm products, Indiana is surpassed by only one state, in proportion to area . . . In 14 years, the greatest fluctuation of composite crop yields in Indiana has been only 14%.

The Indianapolis Radius gives you a rich market whose income is stabilized by industry and agriculture—both wisely and widely diversified. . . . Nothing short of national business depression can produce any serious fluctuation in the buying power of this important market.

Get your full share of business by steady, concentrated advertising in The INDIANAPOLIS NEWS, the dominant advertising medium in its field!



The INDIANAPOLIS NEWS
sells The Indianapolis Radius

DON BRIDGE, Advertising Manager

New York: DAN A. CARROLL
110 East 42nd St.

Chicago: J. E. LUTZ
The Tower Bldg.

HOME-DELIVERED—READ BY THE ENTIRE FAMILY

men and tourists may be encouraged to patronize the chain in cities they visit, Mr. Zwilling also thinks that its advertising should state that Childs is a coast-to-coast institution.

A SOCIAL CAMPAIGN

Inquiry at Childs' headquarters revealed the fact that advertising is under the direction of F. C. Lane, assistant secretary, who stated that the principal purpose of the current advertising is to let the public know that meat dishes can be had at Childs. The campaign is not national but is limited to metropolitan New York. Ten newspapers are being used for one week only, with three-time insertions.

The management will study public reaction as shown in patronage and variety of foods ordered. "Whether or not we arrange anything permanent," said Mr. Lane, "depends on results from our trial."

If Mr. Lane means that the week's campaign is to be a trial of advertising's effectiveness, the wishes of the stockholders can hardly be said to have been given an opportunity for a fair test. It is conceded that the meatless policy of Childs is the reflection of the personal views of Mr. Childs who, a little more than a year ago, declared that "restaurants of the future must get away from all meats or go out of business."

Meats have only been back on the menus a few weeks. Advertising their return over a brief period of one week, in the light of Mr. Lane's statement, is a trial which is called upon to offset an avowed policy of years. This, truly, is placing a handicap on advertising.

Awaiting the future action of the Childs management which will indicate the value it places on advertising, it is pertinent to point out that the investing public was quick to interpret the reaction to space advertising as a forerunner of increased earnings. The day following the appearance of the first advertisement, there was an advance of $2\frac{3}{4}$ points in the shares of the company.

Automatic Vending Machine Makers Merge

The General Vending Corporation, the Sanitary Postage Service Corporation, the Automatic Merchandising Corporation of America, the Remington Service Machines, Inc., and the Schermack Corporation of America have been consolidated under the name of the Consolidated Automatic Merchandising Corporation, which will operate under the trade name of "Camco," with headquarters at New York.

Officers of the consolidation will be as follows: Chairman of the board of directors, A. J. Sack, chairman of the Automatic Merchandising Corporation of America; president, Joseph J. Schermack, president of the Schermack Corporation of America; vice-president, A. Granat, vice-president of the United Cigar Stores Company of America, and vice-president and general counsel, Nathan A. Smyth, of Smyth, Kaufmann & O'Connell.

In addition to these officers the board of directors includes the following: Albert C. Allen, executive vice-president and director, United Cigar Stores Company of America; Robert E. Allen, vice-president, Central Union Trust Company of New York; Albert M. Chambers, F. J. Lisman & Company; F. J. Lisman, F. J. Lisman & Company; Saunders Norvell, president, Remington Arms Company; Stanley Nowak, vice-president and director, General Vending Corporation; Franklin D. Roosevelt, vice-president and director, Fidelity & Deposit Company of Maryland and Robert P. Sniffen, formerly a director of Sears, Roebuck & Co.

The General Vending Corporation, through its subsidiary, the Hoff Vending Corporation, owns contracts for the automatic vending of the Wrigley brands of penny chewing gum. The company recently concluded a contract for the automatic selling of "Life Savers" products. The Automatic Merchandising Corporation of America produces the talking automatic merchandising machines.

Michigan, Ohio and Pennsylvania Farm Papers to Merge

Capper-Harman-Slocum, Inc., has been organized to take over three businesses publishing farm papers in the States of Michigan, Ohio and Pennsylvania. The officers are Senator Arthur Capper, president, and T. D. Harman and George M. Slocum. The concerns and the publications included in this consolidation are:

The Lawrence Publishing Company, Cleveland, *The Ohio Farmer*, *The Pennsylvania Farmer* and *The Michigan Farmer*; The Stockman Publishing Company, Pittsburgh, *The Ohio Stockman-Farmer* and *The Pennsylvania Stockman-Farmer*, and The Rural Publishing Company, Mount Clemens, Mich., *The Michigan Business Farmer*.

The publications represented in this consolidation, beginning September 22, will be published as *The Ohio Farmer*, *The Pennsylvania Farmer* and *The Michigan Farmer*.

INDISPUTABLY the bulk of a great city's population falls in what is perhaps too narrowly termed the "middle class." And it is equally indisputable that the chief factor in huge newspaper's circulation in such a city, in numbers and in buying power, is this same middle class.

In Chicago the Chicago Evening American has a circulation well in excess of a half-million. That circulation is firmly established, of proved buying power, and composed chiefly of the same sort of middle class folks as are the circulations of all of Chicago's major newspapers.

Embraced in this tremendous circulation is a veritable army of readers which is not effectively reached nor definitely influenced by any other Chicago newspaper. We are prepared to convince any advertiser that a program of advertising in Chicago which does not include the Chicago Evening American can not be expected to adequately cover, by a great deal, the available market.

CHICAGO EVENING AMERICAN

A good newspaper



After three years of growing FAVOR...

Hoffman Pale Dry is something more than Ginger Ale. It's a spirit of genuine friendship. For here is every the highest quality of a perfectly balanced drink... with the very happy note, allowing, more than 100,000,000 the quality... of 100,000,000 quality... at the same price of smaller bottles. Five glasses are made of two.

Ginger Ale
Hoffman Pale Dry is something more than Ginger Ale. It's a spirit of genuine friendship. For here is every the highest quality of a perfectly balanced drink... with the very happy note, allowing, more than 100,000,000 the quality... of 100,000,000 quality... at the same price of smaller bottles. Five glasses are made of two.

HOFFMAN PALE DRY

HOFFMAN PALE DRY IS A FRIENDLY DRINK

TO CANONIZE ALL FOLLO

WICKER

FARINA'S
HOT - HARD
COLOGNE

THIS large-sized Sunday paper on June 24 had 172 pages, carried 127,388 lines of advertising, and had about 400,000 circulation. The Hoffman Pale Dry advertisement filled 740 lines, and—

cost \$1.35 per line (5,000 line contract)
or \$2.50 per ad per thousand readers.

Both are Rotogravure

advertisements—with a difference . . . In the large paper the Hoffman Pale Dry ad missed by a million the ginger ale drinkers reached through New York Sunday News roto—first at the fire-side but last in the fire, and costing only 32% as much per ad per thousand readers!



THE New York Sunday News on July 1 had 72 pages, carried 26,008 lines of advertising, and the average July Sunday circulation was 1,436,981. The Hoffman Pale Dry advertisement filled 411 lines, and—

cost \$2.80 per line (5,000 line contract)

or \$.80 per ad per thousand readers.

**A record equaled
by few newspapers—if any.
The Detroit Times gains
in display advertising
for 1928—**

January	gained	71,809 lines
February	gained	69,158 lines
March	gained	118,750 lines
April	gained	157,045 lines
May	gained	139,662 lines
June	gained	144,116 lines
July	gained	<u>108,001 lines</u>
TOTAL GAIN(7 mos.)		808,541 lines

"The Trend is to THE TIMES"

How We Keep Just Enough of Our Literature on Dealers' Counters

Celotex's New Plan of Distributing Dealer Helps Not Only Saves Thousands of Dollars but Insures That Each Dealer Always Has a Clean Supply

By C. E. Stedman

Vice-President & General Sales Manager, The Celotex Company

THE article in the April 19 issue of **PRINTERS' INK** telling how The Upson Company curtails needless distribution of dealer helps inspired the following account of a discovery made by The Celotex Company recently.

Our expenditures for dealer helps, including samples, literature, etc., for our fiscal year of 1927 exceeded \$200,000, a figure which we considered way out of line. We spent this much money in spite of the fact that early in 1927 we installed an elaborate system for checking the various quantities of literature shipped out and for calling the attention of our division managers and our salesmen to the cost of literature. We had placed a limit on each piece and we had notified our divisions that the literature they used was to be charged against their sales costs. We even sent them monthly statements indicating how excessive use of literature jumped their costs.

In an endeavor to prevent wasteful distribution, we placed a limit of 100 samples, 100 of our general books which cost several cents each, 200 of our various envelope stuffers, etc., as a maximum order. In other words the salesman could only order a maximum of those quantities of literature for a dealer at a time. He could order more later, however.

When we sat down to make up our budget for 1928, we felt that in spite of all of the precautions enumerated above, we were spending too much money on dealer helps in proportion to the known returns. We had a sneaking idea that a large percentage of the samples and literature, which we so carefully prepared and mailed out, was being wasted by our dealers. So we went into the matter

thoroughly; discussed it with a number of our traveling supervisors; called on a number of dealers ourselves; thought the matter out from beginning to end.

We had been working something like this: Our salesman would call on a lumber dealer and ask the dealer if there was any way in which he could be of service. If the lumber dealer did not happen to have any prospects, the salesman, in his endeavor to please, would ask the dealer if he had any Celotex literature. Receiving a negative reply, he would promptly take out his requisition blank and order 100 samples, 100 building books, 200 each of our envelope stuffers and sundry other pieces, the total value of which amounted to several dollars.

TOO MUCH RED TAPE

This requisition was then forwarded to the salesman's division manager and approved by him and then forwarded to Chicago to our main office. Our advertising department prepared several copies of an advertising order, one copy for the shipping department, one copy for the advertising department file, one copy for the dealer's file in our general filing department and one copy to go to the dealer with the order. Then most of the pieces were imprinted with the dealer's name and address and wrapped up in corrugated paper or packed in cartons. Note how the handling of individual orders increased our cost of distributing this literature.

About three weeks after the salesman's call on this dealer, a large package of advertising matter would reach the dealer's office. Now this dealer, being an average dealer, had no particular method of distributing literature, other

than to place it on his counter so it would be available to anybody coming into his office.

This was a typical lumber dealer's office and consequently one could find on the small counter a few samples of fifteen or twenty different items which the dealer handled, if one cared to look around. Also fifteen or twenty kinds of literature.

Obviously, there was room on the dealer's counter only for a half dozen or so Celotex samples and a handful of Celotex literature. So, supposing that this package arrived at a time when the dealer was free to open it up immediately (packages of advertising arriving during rush spells are set aside and frequently forgotten) and he put some of the literature on his counter, the most that we could expect was that a half dozen samples and a similar quantity of stuffers, etc., would be put on top of the counter and the rest of the package be placed in a back room.

In theory, the package placed in the back room would be used up as the samples and literature on the counter were taken away by the public, but in actual practice we found that this does not work out. Lumber dealers receive so much literature from various manufacturers that they cannot possibly store it all and consequently when a package becomes dusty and gets in the way, the dealer throws it away.

In some cases envelope stuffers were ordered by the salesman with the idea of having the dealer insert them in his monthly mailings of invoices. However, the package of advertising matter was just as likely to arrive three or four days after the dealer had completed his monthly mailing, as before. In such cases, the package would be taken to the storeroom or put in some out-of-the-way place and probably be forgotten before the next mailing time rolled around.

We uncovered another very pertinent fact. The mailing of most dealer's invoices is confined largely to contractors and not home owners. Our envelope stuffers were designed primarily for home own-

ers and would be practically wasted if sent to contractors or even if sent to renters who might be buying coal from the dealer.

This same line of thought led us to the discovery that the average lumber dealer does not require much literature for distribution from his counter because most of his visitors are contractors and not prospective builders. Of course, there are cases where this is not true but we are talking about the average lumber yard.

The result of the investigation and the thinking outlined above was that we decided we would cut down our appropriation for dealer helps of this nature to a minimum and spend the money where we were sure it would do good. This saving made possible several sales promotional ideas.

The problem now remained of getting an adequate but not wasteful supply of literature on each dealer's counter and not in his back room. We hit upon a very simple and efficient way of doing this.

We no longer fill requisitions for 100 samples and 100 building books, etc., from our Chicago office. We do not ship literature directly to our dealers in any quantity.

"UNIT PACKAGES"

Instead, we have prepared what we call "Unit Packages" which contain a few of our samples, a few booklets, etc., the whole package weighing only about two pounds. We send these packages directly to our salesman's homes. When a salesman starts out in the morning, he throws several "Unit Packages" in the rear of his car. When he calls on a lumber dealer, he looks around the office to ascertain whether or not any Celotex literature is on display. If he does not find any, he inquires whether there is any stored in the back room. If not, he goes out to his car, gets a "Unit Package," opens it up and puts the literature on the dealer's counter. The package contains just enough to take care of the average dealer's requirements for two or three weeks or a month. At the



THE GREATNESS of House & Garden lies in its ability to hold the interest and influence the living of thousands of highly civilized Americans . . . The principle is simple — improve, beautify, discard the old and discover the best of the new . . . The practice is difficult — House & Garden's selectivity, restraint, long vision and distinction are qualities that few can fully appreciate and nobody falsely assume . . . The same qualities are your watch words of success in selling to the House & Garden market. Be sure they are part of your advertising.

end of that time, our salesman is back again and if the literature has moved, he puts a new supply in its place.

This plan not only saves thousands of dollars worth of literature but it insures that each dealer will always have a clean fresh supply of our literature and that this literature will be advantageously placed on his counter at least once a month.

When a dealer has a good mailing list and desires to make a special mailing of our literature, we of course supply him with an appropriate quantity but still we do not send the literature to him through the mails. We have our salesman deliver it and our salesman's instructions are that he must see that it is actually mailed out.

In order to have a definite control over our expenditures for literature, each salesman has a quota for each of the various pieces of literature. His quota is based upon his footage quota and since his footage quota is in turn based upon the number of dealers he covers and his potential in general, the system is very equitable. Every salesman is required to keep within his quota.

We feel that our new plan is saving us thousands of dollars worth of literature and at the same time is doing more for our dealers than we did under our previous "hit or miss" system.

Chain Store Campaign for Minneapolis Agency

The Red & White Chain Stores, operating in the Northwest, have appointed the Mitchell Advertising Agency, Inc., Minneapolis, to direct an advertising campaign of an institutional nature. Newspapers and farm papers will be used.

Appoints Toronto Agency

The Department of Soldiers Civil Re-Establishment, Ottawa, has appointed McConnell & Fergusson, Toronto advertising agency, to direct the advertising of Veterans products. Newspapers and magazines will be used.

The Clark Publishing Company, New York, has been formed to publish a monthly booklet of advertising to the wholesale and retail grocery trade. Fred S. Clark is president of the new company.

The "Printers' Ink" Clearing House of Slogans

NEW ENGLAND CONFECTIONERY COMPANY
CAMBRIDGE, MASS.

Editor of PRINTERS' INK:

I understand that you have quite a complete file of slogans.

We are very much interested in this subject at the present time. Would it be possible for you to send us a memorandum showing the slogans in your files used on food products which refer in any way to flavor or taste? If so, I would greatly appreciate this courtesy on your part.

W. K. BURLIN,
Advertising Manager.

THE PRINTERS' INK Clearing House of Advertised Slogans was started in June, 1919. At that time we began registering slogans for advertisers. This registration consists of listing the phrases on cards which are filed alphabetically according to the wording of the slogans. A separate file is maintained for the names of the advertisers.

The slogan file is not so subdivided that we can select all the slogans used by manufacturers in a particular field or separate those slogans that have a certain word or subject as a theme. The only way such a selection can be made is to run through the entire list.

At present we have a record of over 5,500 slogans. This file is being used almost daily by advertising agents and manufacturers in order to determine the originality of slogans that they contemplate using.—[Ed. PRINTERS' INK.]

Peck, Stow & Wilcox Appoint Hartford Agency

The Peck, Stow & Wilcox Company, Southington, Conn., maker of builders' hardware and sheet metal work machinery, has appointed the Manternach Company, Hartford, Conn., advertising agency, to direct its advertising account. Magazines and business papers will be used.

Harry Van Ornum with "Country-Life"

Harry Van Ornum, recently with the Chicago office of *Physical Culture*, has joined the Chicago office of *Country Life*, Garden City, N. Y.

SIXTY-three per cent of all electric refrigerator lineage published in Detroit appears in The Detroit Free Press—and—ninety-one per cent of all the oil burner lineage.

THUS do the manufacturers of these two new, silent servants of the home sell their products in the Detroit market.

AND these campaigns are successful. The sales show that—in fact sales are quite unprecedented with The Detroit Free

Press the main advertising “prop” in the set-up of moving merchandise.

GOOD merchandise adequately and consistently advertised in The Detroit Free Press moves out quickly from counter to customer. Coverage of every other home in the market means *action* without waste, for this represents just about *every home* worth the attention of the buyer of agate lines in the Detroit market.

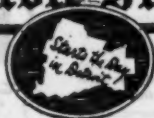
The Detroit Free Press

FERREE &

National

New York

Chicago



Detroit

CONKLIN, INC.

Representatives

San Francisco

rising advertising tide flows

SEALD-SWEET GRAPEFRUIT adds new



SEALD-SWEET

Other regular True Story advertisers
now include:

Carnation Milk
Jell-O
Borden's Eagle Brand
Mascot
Post's Bran Flakes
Fleischmann's Yeast
Lux Soap and Flakes
Lini
Florida Citrus Exchange
California Fruit Growers' Exchange
American Soap and Glycerine
Products' Assn.
Northam Warren
Daggett & Ramsdell
Andrew Jergens Co.
Pond's Extract Co.
Lysol
Squibb's Dental Cream
Dr. Lyons Tooth Powder
Forhan Company
Pepsodent
Zonite
Mennen Co.
Djer Kiss
Faseline
Eveready Flashlights & Batteries
Wm. Rogers & Son Silverplate
Fifth Avenue Corset Co.

HERE'S a great national advertiser that found 2,000,000 families that had never seen its magazine copy!

They had been using practically all of the leading magazines. Yet, until they added True Story, they were entirely missing 2,000,000 homes that were eating "somebody's" grapefruit!

Although many families had seen their ads in the 3 or 4 magazines that arrive on the ordinary magazine reader's table, Seal-Sweet didn't get their persuasive words and pictures before these 2,000,000 new homes, until they used True Story. Because True Story is practically the only great national magazine going into True Story homes.

True

"THE ONLY MAGA

OWS

D-SWEET E-FRUIT W-Market

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INE THEY READ"

into the new wage earner market

True Story Readers Are Wage Earners

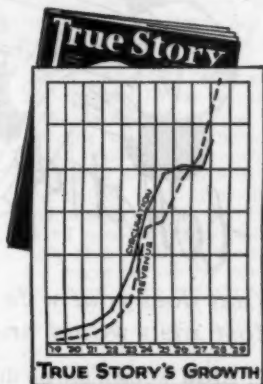
Before True Story came, these Wage Earners read no national magazines. Because the average magazine was, and is, edited for the more sophisticated "white collar" classes. True Story is edited specifically for the Wage Earner.

The Wage Earner, a New Market for Magazines —and Advertisers

The Wage Earner, before the war, was not the best prospect for nationally advertised merchandise, and was left entirely out of publishers' and advertisers' calculations.

Today, union wages are up 259.5%. The Wage Earner, for the first time in the history of marketing, is a prospect for and a purchaser of everything from Buicks to breakfast foods.

Go down the list at the left. Note the names of the old established advertisers who have found a new market in the Wage Earner, who are using True Story exclusively, and sell him!



WRITE FOR NEW MARKET NEWS

More than two thousand executives read this economic report service each month.

It summarizes current data on the economic status of the Wage Earner.

Authoritative figures on employment; detailed reports of wage adjustments; new facts on living and buying habits; complete information is presented in readable summaries illustrated by charts and tables; file size and worth filing.

Because the new Wage Earner market is 65% of the national urban market, *New Market News*, the only special market report service covering this field, deserves the attention of every national merchandiser.

The current issue will be mailed to you upon request to True Story, 1922 Broadway, New York City.



*What does your wife buy?
Most men would answer, "Everything!"*

FARM women are no different from the women of your own family. They, too, buy "everything." Clothes, food, shoes, hosiery, ice-cream freezers, linoleum, yard goods, automobiles, furniture, vacuum cleaners, bathroom fixtures and wall-board, hair tonic and baby food. "Everything," indeed!

And one of the articles found in the homes of nearly a million farm women is their own magazine, **THE FARMER'S WIFE**. It is the only magazine in America published exclusively for farm women.

THE FARMER'S WIFE

The Magazine for Farm Women

Webb Publishing Company, Publishers
St. Paul, Minn.

Western Representatives

Standard Farm Papers, Inc.
307 North Michigan Ave.
Chicago, Illinois

Eastern Representatives

Wallace C. Richardson, Inc.
250 Park Avenue
New York City

Member Audit Bureau of Circulations

A Challenge to Producers

Find a Way to Make It Possible for More People to Buy More of the Commodities That They Want and Can't Afford to Buy

By Chester M. Wright

Of the American Federation of Labor

PUT down upon a clean sheet of white paper the figures that show for the years from 1849 to the present the number of wage earners in the United States, the value of the products which they manufactured, the value which they added to raw materials by their manufacturing labor, the wages which they got for that labor and the selling price of the commodities. Put those simple figures down upon a clean sheet of white paper and you have the makings of what may become a book, a case of insanity, or a Chinese puzzle. Perhaps that is why so few care to put them down and why so few know anything about them.

It is quite probable that great disagreement could be found among equally competent judges as to the meaning of those figures in terms of wage earner well-being, market possibilities and national well-being. But it is not possible to dodge the astounding and disconcerting fact that in that long stretch of time—which has witnessed the coming of the automatic machine and the development of industrial chemistry—labor, in point of reward paid for value created, has not been getting much of any place at all. Wage earners, as producers, have not gone forward as fast as production has required to maintain a proper balance.

As a matter of icy, statistical fact, taking all industrial wage earners as a gigantic group, the percentage of value added by manufacture that is paid back in wages has been going jerkily, but surely downward.

To put it another way, in 1849 industrial wage earners as a whole were getting in wages a trifle more than 50 per cent of the value which was added by manufacture. Today they are getting roughly around 45 per cent.

The strange thing about these figures is that they are compiled from reports to the United States Census Bureau, where they are available to everyone—and so few know they exist or make any use of them.

The American Federation of Labor began to dig into these figures in 1924, discovering that the showing was so startling, so out of all relation to the average conception of what had been happening in the field of manufacture and wages, that to get them believed would be an almost impossible task. The percentage paid for wages out of the value added by manufacture had slipped from about 52 per cent in 1849 to about 44 per cent in 1921, while in 1899 and in 1914 it had touched the low point of about 41 per cent in each of those disastrous years. The percentage paid for wages out of the total selling value of manufactured products dropped in an almost uniform scale from 1849, when it stood at about 23 per cent, to 1919, when it stood at about 17 per cent.

Meanwhile, the volume of manufactured goods and the total valuation of manufactured goods naturally climbed to dizzy heights. It was America's great production miracle at work!

Fresh figures, bringing all of these statistical columns up to date, have just been issued by the American Federation of Labor, the compilations filling a pocket size book of 224 pages. And any sales manager, advertising man, wage earner or philosopher who will digest the figures in that book will discover to his satisfaction or amazement (depending upon his philosophy and perhaps upon his temperament) that he hasn't known anything about whether wages are good or bad. Consequently, he hasn't fully understood

the market and its possibilities or limitations.

To delve into the various trades is beyond present space limits. But let us take this tabulation from the book, showing manufacturing industry as a whole:

in the various industries. In some of the best organized industries the relation of wages to value added by manufacture has shot down in a precipitous jump, which means that selling prices have been high and profit enor-

Year	Number of wage earners	Total wages	Value added by manufacture
1904	5,468,383	\$2,610,444,953	\$6,293,694,743
1909	6,616,046	3,427,037,884	8,529,260,992
1914	7,036,247	4,078,332,433	9,878,345,893
1919	9,096,372	10,533,400,340	25,041,698,490
1921	6,946,570	8,202,324,339	18,332,227,487
1923	8,778,156	11,009,297,726	25,850,300,451
1925	8,384,261	10,729,968,927	26,778,066,026

And then let us take this additional table, showing the same situation in a somewhat different light:

mous, even though wages, in dollars, may have been gaining even at times to the point of generosity.

There are groups that have

Year	Money wage income per wage-earner		Value added per wage earner	
	Dollars	Index	Dollars	Index
1904	477.37	100	1,150.92	100
1909	518.07	108.5	1,289.37	112.0
1914	579.62	121.4	1,403.92	122.0
1919	1,157.98	242.6	2,752.93	239.2
1921	1,180.77	247.3	2,639.03	229.3
1923	1,254.17	262.7	2,944.84	255.9
1925	1,279.78	268.1	3,193.85	277.5

It is, perhaps, unwise to attempt to draw too many conclusions, but there are some that stare the observer in the face and that will not allow themselves to be overlooked.

The outpouring of industry grows at a rapid rate. Back of that ever-growing volume of manufactured goods there stands an evolving, changing, growing mass of automatic and semi-automatic machinery and of new industrial processes. There stands the fertility of brain of the engineer and the chemist, magic makers who bring forth products where there were no products before, who find substitutes for almost everything and who change whole industries over night. It is largely the work of these fellows that has made fortunes for so many lucky investors in speculative stocks during the last half-dozen years. Let radio stand as a sufficient example of that.

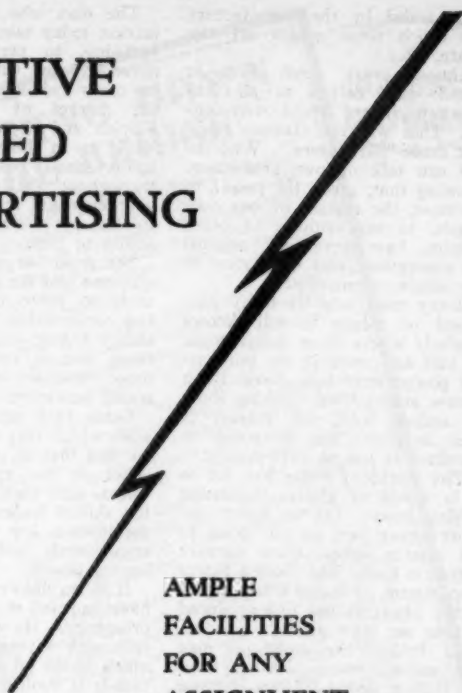
While it is possible to strike an average, as has been done, in finding the general relation of wages to value created by wage earners, there is nothing like uniformity

fared well and groups that have fared ill and it is all a jumble in which it has been a case of the devil take the hindmost—but the hindmost has been composed of an army of wage earners who, in the main, have been miserably paid for their labor contribution to an industrial order that is the production marvel of the ages.

I have before me charts and tables, filled with lines and curves and figures. These combine to show the steady drop, drop, drop of the relation which wages have borne through the decades and up to 1925 to the value added by manufacture. They show also the relation of wages to the total selling price of our grand total of commodities.

The story is astounding. It is illuminated, but not solved, by fresh figures on the doings of machinery in the world of production. Smaller numbers of workers turn out larger piles of products. The numbers of workers grow smaller and smaller; the piles of products grow larger and larger. So also, the volume of wages grows less in relation to the

EFFECTIVE PRINTED ADVERTISING



AMPLE
FACILITIES
FOR ANY
ASSIGNMENT

CHARLES FRANCIS PRESS

PRINTING CRAFTS BUILDING

461 EIGHTH AVENUE, NEW YORK

TELEPHONE
LACKawanna 4300

value added by the manufacture for which those wages are the return.

Almost every adult who in school days dived at all into economics heard about over-supply. That was the clammy thing that made "hard times." Who today can talk of over-production, knowing that, given the power to purchase, the masses of our own people, to say nothing of other peoples, have never yet reached the absorption point in relation to any single commodity?

Every man, who is today possessed of things to sell, knows precisely where those things could be sold and used, if the purchasing power were only there. Be it pianos, automobiles, clothing, shoes or sealing wax, the market is there in plenty, but the power to purchase is not so ever-present.

The world of today has got to be a world of always increasing buying power. Let us inject one more figure here to put point to the matter again. Blast furnace output is basic. The United States Department of Labor's Bureau of Labor Statistics has just produced figures on blast furnace production. In 1850 the output per man per year was twenty-five long tons. In 1925 it was 1,257, an increase of 4,928 per cent!

The problem of today is to create in the American masses a stable and sufficient purchasing power to prevent the clogging of plant outlets by unsalable commodities. This problem ceased to be merely a class-room problem when automatic machinery and industrial chemistry came along. Those two things made possible such acute climaxes in accumulation of surplus production, such sharp and rapid tangles in the movement of goods, that to tolerate today the long periods of unaided adjustment is not only unthinkable, but is calamitous in a national sense.

It ceased, with the coming of automatic machinery and industrial chemistry, to be an academic problem and became one with which production engineers and sales managers must struggle and remedy.

The man who takes things to market today takes them, via advertising, to persons whom he never sees and whose environment he never beholds. New York is the market of California and Florida and the market of New York is in Boston and Indianapolis and Los Angeles and throughout the countryside that intervenes and that cries aloud of its misery—which means its inability to buy.

Set down as mere inability to consume and the problem does not seem so acute to manufacturers and bankers, but put down as inability to buy and it means everything that it ought to mean to those important but sometimes unseeing gentlemen.

Going back again to the figures with which this discussion began, we find that in spite of a general belief in the existence of high wages—and high buying power—for skilled tradesmen, there is in the main a low wage rate and a consequently and lamentably low buying power.

It is no answer to say that we have had and now have a type of prosperity. He who contents himself with saying that we are so much better off than we might be that it is foolish to try to be better off is a misfit in this age. The pressure of more and more production, of more and more commodities to be marketed, pushes him aside and makes of him a futile and sorry dreamer in an age of pulsating machinery that will not be stopped by anything save an insufficient volume of money to absorb the output.

The problem is not political, except perhaps in a limited sense. Here is a problem for business, for the makers of things, for the doers of deeds. It is not a matter to be cured by "honesty in politics," or by the creation of boards and commissions for this and for that. It is mainly a problem for genius in business. It is not a matter of compassion for the poor, but of business for business, if it is preferred to put it that way. At last the needs of industry have come to face the hour when the well-being of business replaces com-

LETTING DOWN THE BRIDGE

A MANUFACTURER'S product reaches the dealer's shelves. How is the consumer to know it is there? More important still, how is the consumer to acquire *desire* for that product—desire which will induce him to part with his cash?

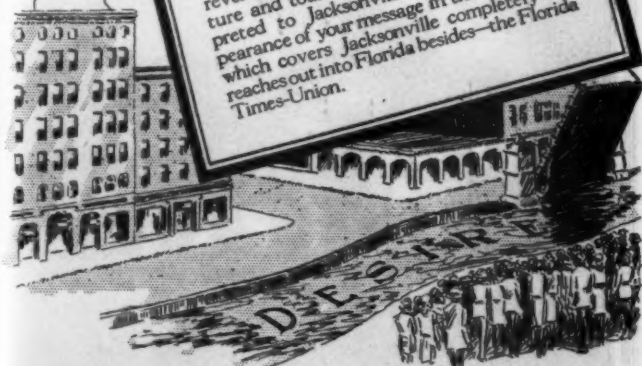
Between the dealer's shelves and the consumer there is a gulf that must be bridged before any product may be said to be on its way to success.

Liken latent desire to a river. Consumers are receptive; they are willing to make the journey to the dealer's store; they control spending power; but there is no bridge to cross the river of latent desire.

Advertising is that bridge. Advertising, properly telling the story of a product and it can be aroused.

Interpreted to Jacksonville, letting down the bridge means reaching those who spend the payrolls of some 500 industries and the revenues of world-wide commerce, agriculture and tourist attractions. Also—interpreted to Jacksonville—it means the appearance of your message in the newspaper which covers Jacksonville completely and reaches out into Florida besides—the Florida Times-Union.

A
BUSINESS
EDITORIAL



The Florida Times-Union
JACKSONVILLE, FLA.





**The largest
magazine
for MEN**

The Elks
Magazine

850,000 Identified Subscribers

50 East 42nd Street

New York City

passion for its victims and it is as well that it is so, for where compassion begets palliatives, business acumen devises cures.

Left to go unguided down its plunging career, the acceleration of production, through science and invention, will widen and still widen that gulf between value added by manufacture and wages paid to consumers who perform the work of manufacture. It is not necessary that they balance and they cannot balance. That old idea is piffle, also. But they must come close enough together so that, taking into account all of the other factors that make for the spread of consuming ability, we, as a nation can so nearly absorb our production as to prevent jams and overloads and that idiotic relic of Cro-magnon intellect in post-electric civilization, "hard times."

Surplus commodities abhor a purchasing vacuum, and so do those who try to sell those commodities in that vacuum. In a hat store the other day I saw stacks of straws and soft felts—and one silk topper, all out of place in an age where the rank and file has no use for the aristocratic beaver. The straws and felts will be long gone ere the stately beaver is brought down from its lonely perch to grace the head of a purchaser. The old days, in many ways, have thoroughly gone.

Edward Hungerford Joins New York Central

Edward Hungerford has been appointed assistant vice-president, public relations, of the New York Central Lines, New York. He was recently with the Baltimore & Ohio Railroad, in a similar capacity.

Regina "Daily Star" Appoints W. J. Crowley

William J. Crowley, Montreal, Que., has been appointed representative for Montreal and vicinity, by the Regina, Sask., *Daily Star*.

Walter A. Gabriel, formerly of the editorial staff of *Western Advertising*, has been made assistant advertising manager of the Gensler-Lee Jewelry Company, San Francisco.

Chicago Group Buys Two Illinois Papers

Lake County Newspapers, Inc., recently organized, has purchased the *Waukegan*, Ill., *Sun* and the *Lake County Independent*, Libertyville, Ill., from William J. and Frank G. Smith. The organizers of Lake County Newspapers, Inc., are John A. Dickson, president; M. V. Weiland, vice-president, and D. M. Noyes, secretary-treasurer, all of whom were at one time associated with the *Chicago Herald and Examiner*.

Mr. Dickson, for seven years was publisher, Mr. Weiland, advertising manager, and Mr. Noyes a member of the national advertising staff.

In 1924 Mr. Dickson acquired an interest in the Mitchell-Faust Advertising Company, Chicago, of which he is secretary and of which Mr. Weiland is a vice-president. Both Mr. Dickson and Mr. Weiland continue with the Mitchell-Faust agency.

For the last three years, and until February of this year, Mr. Noyes had been advertising manager of *The Household Magazine*, Topeka.

A Staunch Adherent of Practical Ideas

LEONARD REFRIGERATOR COMPANY
GRAND RAPIDS, MICH.

Editor of PRINTERS' INK:

We have been much interested in the fact that PRINTERS' INK has been appearing regularly upon the desks of advertising and salespeople as well as other executives for 40 years. You are certainly to be congratulated upon this long record of staunch adherence to practical ideas, which has truly made PRINTERS' INK a by-word and a model among folk interested in advertising.

EARL LINES,
Advertising Manager.

Plastics Publications Started at New York

Plastics Publications, Inc., has been organized at New York, to publish *Plastics and Molded Products*, a monthly technical magazine, and the "Plastics Directory, Index and Buyers' Guide," issued annually. R. C. Gilmore, Jr., who has been with the Henderson Publications, at that city, is president of the new company. Among the directors of the company are Winfield Shiras, of G. P. Putnam & Sons; Chauncey Belknap, of Curtis, Fosdick & Belknap, and J. Lawrence Gilson, of Toy, Gilson & Company.

C. A. Murphy Joins National Mailvertising

Charles A. Murphy, supervisor of direct-mail advertising of The Columbia Mills, Inc., has become associated with the National Mailvertising Company, New York, as vice-president and general sales manager. He was formerly sales promotion manager of the Crescent Dish Washing Machine Company.

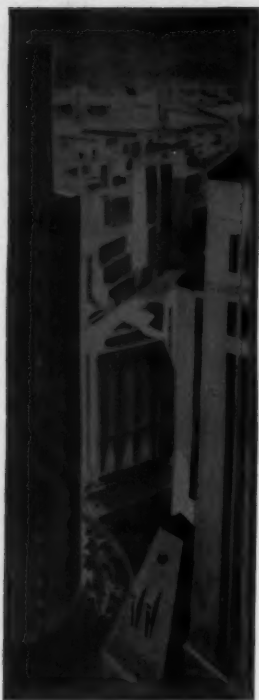


DRAWN BY HENRY R. SUTTER FOR EDITH WHARTON'S NEW NOVEL
"HUDSON RIVER BRACKETED"

Delineator Adds Two More
Distinguished Names to its
List of Contributors

EDITH WHARTON
and
JOHN GALSWORTHY





These drawings were made by Everett Henry for a story, "Height," by Konrad Bercovici.

IT'S TALKED ABOUT

A certain well-known manufacturer who is also an advertiser on a large scale told us that he hears much more about Delineator these days than about any other magazine.

Delineator is talked about—is bought—is read.

PROGRESS

Within the year its net paid circulation has increased 650,000.

This is rapid growth but growth built upon the soundest of editorial foundations.

For one thing, almost every month Delineator adds another

distinguished name to its list of contributors.

EDITH WHARTON AND JOHN GALSWORTHY

In September, for instance, Edith Wharton will begin a new novel in Delineator while this will be followed soon by the first of several short stories written for us by John Galsworthy.

OTHER WELL-KNOWN CONTRIBUTORS

And among its regular contributors now are Kathleen Norris, Dorothy Canfield, Coningsby Dawson, Hugh Walpole, Achmed Abdullah, Konrad Bercovici, Frances Parkinson Keyes, Louis Joseph Vance and many others.

Yet Delineator by no means

Delineator's list of artists is as representative as its list of writers. Helen Dryden's covers symbolize the style and beauty appeal.



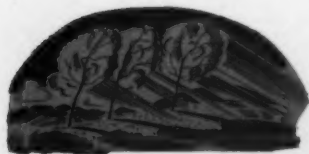
confines itself to well-known writers. It is seeking constantly all writers who have something new and worthwhile to say.

THE STYLE AND BEAUTY APPEAL

In its purpose—to further the Art of Gracious Living—it plans to strike again and again, and in every department, the modern note and in itself to answer the American woman's present demand for Style and Beauty.

Delineator

Established 1868



THE BUTTERICK PUBLISHING COMPANY

Advertised Lines Are This Jobber's Whole Stock in Trade

Selling Them through Specialty Men, He Can See Solution of Retail Chain Competition and Salvation for Distributor

By G. A. Nichols

NATHAN ENGEL, president of Dessauer & Engel, a Chicago men's furnishing goods wholesale house, informs **PRINTERS' INK** that he has cut down his lines to six; that his stock in trade henceforth shall be composed strictly and exclusively of well known, generally advertised, branded merchandise; that his lines will be non-competing; and that, most revolutionary of all, the selling will be done altogether by specialty salesmen.

Is this the "way out" for which the jobber has been hunting for so long?

Does it supply the answer as to what the independent retailer is going to do to meet or beat chain-store competition?

Mr. Engel, if the writer may be so bold as to express an opinion, has started something which, in its ultimate ramifications, will go a long way toward supplying an affirmative answer to both of these questions—a development that is at least going to have a profound effect (for the better) upon the country's distribution system. Mr. Engel admits the move is experimental. He has satisfied himself, however, as to its theoretical soundness; there remains the practical and complete working out.

But, whatever may be the view as to its practicality, it will be received with respect as being the climax of more than thirty successful years as a jobber. Mr. Engel, starting in a small way, has attained wealth and position by distributing men's furnishing goods on the old plan. By orderly processes of thought, reinforced by actual experience, he has come to his present decision—quite the opposite of the plan that naturally would be followed by a mere merchandising adventurer who had

everything to gain and nothing to lose.

Behind this development there is some highly interesting history with which many readers of **PRINTERS' INK** and **PRINTERS' INK MONTHLY** are familiar. Or at least it will be easy to refresh their memories. Discussions in these publications had a great deal to do with Mr. Engel's action in casting off the old and taking on the new.

In the February, 1926, issue of **PRINTERS' INK MONTHLY** there appeared an article by John W. Champion, sales manager of the Reliance Manufacturing Company, of Chicago, advocating that the jobber should do exactly what Mr. Engel is doing now, namely, place his main, or entire, emphasis upon advertised brands and do specialty selling. Mr. Champion's article, which he worked out with the co-operation of this writer and Paul E. Faust, a Chicago advertising agent, was based upon an exhaustive survey and was thought through with exceeding care. As might be expected, though, the jobbers rose up, as one man, and lambasted it as being altogether impossible and utterly absurd. The thing, it seems, just naturally wasn't done.

Among Mr. Champion's critics, strangely enough in view of what has happened since, were Dessauer & Engel. B. K. Engel, then general manager of that firm, wrote an article which appeared in the April 8, 1926, issue of **PRINTERS' INK**. In this, answering Mr. Champion, he declared it was impossible for the jobber to travel specialty salesmen to any extent, the reason being the multiplicity of the jobber's lines. Either the jobber would have to neglect the greater part of his stock or be

saddled with a selling cost prohibitively high beyond all rhyme and reason.

"The jobber," Mr. Engel said, "is forced to keep away as far as possible from specialty selling. If he does not, some of his lines are going to suffer severely. Even under the most favorable circumstances the jobber often has difficulty in preventing his men from pushing one or two pet lines to the detriment of the stock as a whole."

It is evident, nevertheless, that when he wrote this article Mr. Engel was thinking thoughts that have since caused the company to depart from tradition and use specialty salesmen. He expressed the conviction that there was one reason, and one only, (in addition to the obvious condition that the goods shall be worthy) whereby any manufacturer can expect a jobber to push his line.

"This," he said, "is that the line be nationally advertised and that consumer acceptance, if not demand, shall be created for it—by the efforts of the manufacturer and not by the jobber."

Reasonable enough! There were and are plenty of manufacturers who will extend this kind of advertising co-operation to the jobber. But the trouble has been, and is, that the jobber is so insistent upon a long individual profit that he puts most of his selling pressure upon his private brands and lets the advertised lines take care of themselves. And then, of course, there is the manufacturer who makes a great deal of noise about the retail store and consumer acceptance he is creating for his commodity, whereas he may be doing only half a job or even less. He usually is the one, too, who raises the loudest disturbance over the jobber's failure to do more specific selling for him.

Dessauer & Engel had plenty of experience with both camps. But they handled a few lines that actually were properly advertised. The relative lack of selling resistance encountered by these lines as against that had by the firm's own private brands made the firm seri-

ously wonder whether it was not wasting a great deal of valuable time and sacrificing considerable profit by having private brands at all. This feeling was accentuated by the fact that the private brands were given the benefit of specialty selling and the advertised brands were not. It is obvious that something decidedly interesting would happen if specialty selling were exerted upon the branded lines that did so exceedingly well substantially by themselves.

ONE OBSTACLE

There was just one obstacle in the way of combining specialty selling of the advertised brands in the manner just stated. This was the presence of a great number of other items in the stocks, including many opposing lines in the same general classification, that had to be sold also. If they were not sold they would be a liability on the principle that leftovers destroy the benefits conveyed by turnovers. Under the circumstances, there was only one thing to do; cut down and clean out the line so that it would be absolutely non-competing and be of a size that would make specialty selling practicable and profitable.

Thus it will be seen that the present Dessauer & Engel plan was evolved in a more or less logical fashion and that the firm made some radical departures from precedent, possibly with a temporary loss of profit, in order that the new deal might be put into effect. Looking at the whole development in the light of the morning after, it is easy to imagine that the firm was really in favor of specialty selling, against private brands, and favorably disposed toward advertised lines, all the time believing that its feelings were just the opposite.

How many jobbing organizations are there today which are in the same situation? If all would face things fairly and squarely and tell themselves the exact truth about what they found out, the number probably would reach an imposing figure.

**Department Stores Have Increased Their Linage in
The Birmingham News and Age-Herald**

During the first 6 months of 1928 over the same period of 1927!

	THE NEWS	AGE-HERALD	THIRD PAPER
1928, inches	201,637	72,108	42,635
1927, inches	174,760	54,390	44,750
	26,877 GAIN	17,718 GAIN	2,115 LOSS

That the department stores of Birmingham have found The Birmingham News and Age-Herald their most profitable advertising investment is demonstrated in the fact that 86 5% of ALL department store advertising in Birmingham appeared in The Birmingham News and Age-Herald.



The Birmingham News

AND
AGE-HERALD

The South's Greatest Newspaper

MORNING

EVENING

SUNDAY

National Representatives

KELLY-SMITH COMPANY

Boston—Philadelphia—Atlanta—New York—Chicago

Several outstanding thoughts come up after a careful contemplation of Nathan Engel's new jobbing system—or "experiment" as he chooses to call it.

The first is that the really successful jobber of the immediate future is going to be more a distributor and less a warehouse man. He will have a smaller investment and turn his stock more often. His lines will be simplified to the extent that they will be non-competing.

The way the plan works is exemplified in Mr. Engel's case. In place of his former stock taking in a wide and miscellaneous range of men's furnishing goods, both advertised and unadvertised, his offerings to his trade at present consist exclusively of merchandise made by these firms:

The Reliance Manufacturing Company, makers of Big. Yank, Milton F. Goodman and other brands of work shirts, and flannel shirts, boys' shirts and waists, and Big Yank underwear.

A. V. Victorious & Company, makers of Iron-Sox.

Lawrence Manufacturing Company, maker of Lawrence underwear.

Walnott Knitting Mills, ribbed union suits.

Queen City Knitting Mills, sweat shirts, Tee Off slipover sweaters, jacquard effects, Tee Off Shaker coats.

Lustberg Nast & Company, makers of Lustray dress shirts and buckskin blouses.

These lines are all advertised, either nationally or in the territory served by the Engel firm.

This is not a completely rounded out wholesale stock but does well enough for a starter. Other strictly non-competing lines will be added as occasion requires and opportunity offers. But at all times the stock, both in respect to range and inventory, will be kept down to what the firm believes is a safe minimum.

It will be observed that this is the exact opposite of the old time jobbing plan under which the manufacturer wanted the jobber to carry all or most of his reserve

stock and assume the entire risk of selling it and collecting for it. All the hot argument that has been expended on this question during the last five years has resulted in little other than an increase in the unfriendly feelings between jobbers and manufacturers. The trouble is they are fussing about something that cannot be done. They are trying to apply old-time rules and customs to present-day distribution needs. And each is quite sincere in the thought that the other is trying to evade a fair share of the burden.

But just as was said by Mr. Champion in his *PRINTERS' INK MONTHLY* article, the manufacturer is glad and eager to co-operate with the jobber when the latter is so organized that a considerable part of the manufacturer's efforts do not go to aid his competitors. In this case he can find it profitable to carry the main part of the reserve stock himself and let the jobber function strictly as a distributor. In other words, what it really amounts to is that the old-time distribution system is reversed. Whereas the jobber formerly carried the reserve stock and the manufacturer did what specialty selling there was done, the Engel plan provides that the manufacturer carry the goods and the jobber do the selling. The jobber, in effect, is a sort of glorified central sales agency representing a limited number of high-class producers.

A SOUND PLAN FOR EVERYBODY

A little unbiased study will prove the intrinsic soundness and wholesomeness of this proposition from the standpoint of everybody concerned in the distribution process—especially the retailer. Before a manufacturer's line is taken on by Dessauer & Engel he must agree that he will at all times have an unbroken stock of sizes and assortments at the firm's disposal. Thus an entirely complete assortment, although not large, is at all times in the firm's warehouses. The retail outlets will be encouraged to stock the goods on the same basis. An effort will be

FIRST IN NATIONAL AND LOCAL ADVERTISING

IN SIX MONTHS OF 1928

The New York Times published 3,646,410 agate lines of National advertising, a gain of 172,177 lines over the corresponding period of 1927, and 651,024 lines in excess of any other New York newspaper.

The Times gain in National advertising for six months is almost three times the combined gains of the three other standard size New York morning newspapers (48,454 lines).

In six months of 1928 The Times printed 8,763,708 agate lines of Local Display advertising, a gain of 290,738 lines over the corresponding period of 1927 and 2,915,130 agate lines more than the second New York newspaper.

Year after year The New York Times maintains its leadership in both National and Local advertising—a leadership based on supremacy of high-class circulation, and in spite of rigid censorship which excludes thousands of columns of advertising offered. In the metropolitan and suburban districts of Greater New York, the richest market in the world, The New York Times has a larger circulation than any other New York morning newspaper.

Average net paid sales—Weekday 405,707

Average net paid sales—Sunday 700,925

The New York Times

Is SUNDAY A DAY FOR WEEK-DAY ADVERTISING CLAIMS ?

Not when the week-day claims are based on home coverage!

For Sunday circulation is home circulation. Sunday's tally—or failure to tally—with week-day circulation and advertising proves or disproves claims for week-day home coverage.

In Boston, for instance—

Three seven-day newspapers carry most of Boston's national and local advertising. Only one of these three, the Globe, holds its group of readers in Metropolitan Boston intact over Sunday. The other two lose a third and two-thirds, respectively.

Obviously the home newspaper in Boston is the Globe. Both local and national advertisers recognize this fact.

Boston merchants place more advertising in the Globe seven days a week than anywhere else. In

The Boston

OF REST

department store advertising, the Globe runs not only as much on Sunday as the other three papers combined, but leads by 45% for the whole seven days.

In display advertising, the Globe also leads Sunday and daily in four of the five major space classifications, including automotive advertising.

The Globe's editorial policy gives foremost consideration to the home.

The Globe has a larger staff and carries more suburban news than any Boston newspaper. Its Household Department, established thirty-four years ago as the first "women's page" in the country, is an institution faithfully recognized by Boston women. School news is complete. Its sport page is second to none.

Thus, on the home coverage question, the Boston Globe scores from every angle—advertising, circulation and editorial.

National advertisers cannot adequately cover Boston's rich home market without the Globe.

Our booklet will help you in determining how best to sell in the Boston market. Send for a copy.

the Globe

Facts on Boston and the Globe

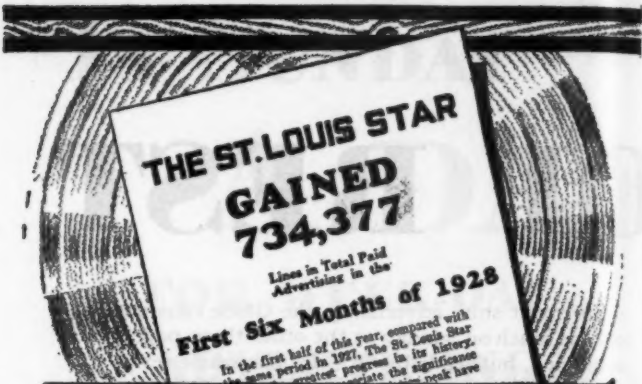
Boston's shopping area ranks fourth in population, third in per capita income tax returns. Average family wealth, \$9,000; saving deposits, \$2,000.

Metropolitan Boston is within 12 miles of Boston's City Hall. From this area Boston department stores draw 74% of their business.

Here in Metropolitan Boston the Globe is definitely the home newspaper.

It is the only Boston newspaper which holds all of its readers in this district seven days a week.

It leads by 45% in department store advertising. And in the four major display classifications which find their greatest market in the home, including automotive advertising, the Globe also leads.



**THE ST. LOUIS STAR
GAINED
734,377**

Lines in Total Paid
Advertising in the

First Six Months of 1928

In the first half of this year, compared with
the same period in 1927, The St. Louis Star
has made the most significant progress in its history.
The significance of this gain is that it has
peaked and is now on a steady rise.

**Add to that \approx 123,741
lines for July**

—making the total advertising gain of The St. Louis Star 858,118 lines for the seven months of 1928 as compared with the same period last year.

A whale of a gain—particularly significant in view of the fact that two other St. Louis daily newspapers LOST 1,200,039 lines and 154,203 lines respectively, while the third gained only 118,926 lines.

Now Things Are Different in St. Louis

Local advertisers have been aware of that for months. And the following proves that national advertisers are showing an increasing appreciation of the new St. Louis newspaper situation.

**In July The St. Louis Star Gained 4,836
Lines in National Advertising. Every
Other St. Louis Daily Newspaper Lost!**

Investigate!

THE ST. LOUIS STAR

National Advertising Representatives—STORY, BROOKS & FINLEY

made to have them carry just a few of each item so that the line as a whole may be 100 per cent complete. Every manufacturer and jobber knows that one basic reason for the average dealer's failure to make more money is that his overstocks tie up his capital and storage and selling space in such a way as to prevent him from having a sufficient number of individual items in his stock. He has plenty of goods so far as quantity is concerned but lacks an adequate range.

The dealer is approached, let us say, by a Dessauer & Engel specialty salesman in behalf of the Reliance Manufacturing Company's line. The salesman is supposed to have an intimate enough acquaintance with retail store problems to know just how much Reliance merchandise this particular dealer should have in stock. He and the dealer get together on what they think will be an adequate assortment and this is placed in the store. From that time on the dealer needs to concern himself only with keeping the assortment complete. If, for example, he runs out of or low on Size 16 work shirt he can order another dozen to fill in. The arrangement between the manufacturer and jobber is such that there will be available a constant flow of merchandise for fill-in purposes and quick delivery is made. The enormous benefits of such a plan, when it really works, are too plain for any argument. The dealer can turn his stock in certain of these lines all the way from twelve to twenty times a year. And the jobber himself can get in on the turnover deal to a considerable extent.

One aspect of this new plan which merits the attention of all wholesalers is that specialty sales representatives, working on the plan just described, are a great deal more than salesmen. They are really sales-promotion men and expert retail merchandisers. None of them has a big line to sell and can concentrate his efforts upon his specialties. He has the time to go into the proposition with the

dealer in all its aspects and to co-operate in the details of advertising, store and window display and general selling.

"We have found," says Mr. Engel, "that the manufacturers whose lines we carry on this basis are more than willing to give us the fullest co-operation. Each manufacturer on our list assists us in educating, developing and training those of our specialty men who are to handle his lines. They also give us the fullest support in the way of developing sales promotion plans for the retailer."

It is fully evident that private brands have no place in the scheme of things if this kind of jobbing is going to prevail.

"In nationally known and well advertised brands," Mr. Engel declares, "is to be found the ultimate salvation both of the jobber and the independent retailer. If the retailer is going to compete successfully against the chains he must have merchandise for which consumer acceptance has been created and which can be sold to him at a cost that will enable him to meet chain-store selling prices. Through the economies which will work out of a jobbing system such as ours, the dealer can get such a price. What it really amounts to is that he will be given the benefits of a quantity price without buying the quantity at one time.

"I have been thrilled as I have contemplated the great advances made by advertised goods during the last few years in the drug, grocery and other fields. I most emphatically believe that the same condition is going to apply in items such as men's furnishing goods.

"To get the maximum benefit from advertised goods a jobber must be broad and courageous enough to give advertising a real opportunity. In other words, he cannot hamper it by having private brands in his stock. He should not have so much merchandise that his men have to talk in behalf of a long list of items rather than a few non-competing specialties. The economic principle behind advertising is solid and sound."

Copy Slants

V—The Woman Appeal in Copy

By Robert Tinsman

President, Federal Advertising Agency, Inc.

[EDITORIAL NOTE: The first article of this series by Mr. Tinsman appeared in the July 12 issue; the others have been printed in succeeding issues.]

TWO great advertising developments have led to another significant development in copy technique—the growth of department store advertising to the largest single factor in metropolitan publicity, and the marvelous advance of the distinctly woman's publication to the control of the magazine field, excepting only the national weekly.

It is probably due to these two causes that there has come to be a special school for women's appeal copy, so to speak.

Perhaps John Wanamaker and Edward Bok may be cited as the creators of this special school, because they both so fully realized the opportunity in talking to women "as they like it."

John Wanamaker, who was justly called "The greatest merchant of his age" by his worthy disciple and advertising manager, Joseph H. Appel, developed an institution with 12,000 workers, serving a shopping circle of 9,000,000 people.

This advertising man says of his employer: "I have studied the institution he has built, literally out of nothing but an idea. I have worked under him and with him. I have lived with him. I have seen into his business soul, which, in this man, is identical with his personal soul."

And the secret of John Wanamaker's success in his advertising appeal to women was in the one word "Sincerity"—read those wonderful epigrammatic editorials of the founder and appreciate to the full the value of this keynote principle. Second only to sincerity was the news value which always distinguished—and still distinguishes—Wanamaker copy.

It is a remarkable fact that the withdrawal of Wanamaker adver-

tising from a New York newspaper will appreciably affect its circulation. Women like newsy advertising addressed to their personal interests, timely to the second, but it must read like gospel truth. Trust a woman to discover the slightest evasion of straightforwardness.

Edward Bok took the *Ladies' Home Journal* under his editorial wing when it had 440,000 subscribers and left it with 2,000,000.

More than that, his sagacious instinct and editorial foresight were instrumental in laying the financial cornerstone of a publishing property that is one of the wonders of its age.

BOK DIDN'T "KNOW" WOMEN

Bok exploded the fallacy that a woman's editor—or copy writer—must, as the term goes, "understand women." In his autobiography he says: "It is a curious fact that Edward Bok's instinctive attitude toward women was that of avoidance. . . . They have never interested him. Of women, therefore, he knew little; of their needs less. Nor had he the slightest desire, even as an editor, to know them better, or to seek to understand them. Even at that age, he knew that as a man he could not, no matter what effort he might make, and he let it go at that."

So he aimed at the home rather than the woman in it, and relied upon his instinct rather than upon any knowledge of women. His first act in the editorial chair of the *Ladies' Home Journal* showed him to be right in this diagnosis of himself, for the incident proved not only how correct was his instinct, but how woefully lacking was he in any knowledge of the feminine nature.

This act was his publication of the "Side Talks with Girls," after he had tried in vain to find a

**More Than
200,000
Daily**

Los Angeles Examiner

**More Than
440,000
Sunday**

"Greatest Salesman in the West"

5c. DAILY

AUGUST 9, 1928

10c. SUNDAY

RADIO SHOW RESERVATIONS BIGGEST IN L. A. HISTORY

OFFICIALS EAGER FOR BIG EXAMINER NUMBER

SO great has been the success of the five former Radio Shows in Los Angeles, that booth reservations are being made for the Sixth starting September 2, for a week, with virtually no sales effort by the organization in charge. Construction is being rushed on an annex to the huge auditorium in the grounds of the Ambassador Hotel, in which a third more booths will be housed than last year.

Meantime The going forward with its big Radio Number which will appear on September 2, the show opens. It promises to be an unusually interesting edition. The prospective radio buyer and the radio bug who is almost a centipede, will both find a lot in it that will make them hug it to their breasts for considerably more than the usual 24 hours.

Every exhibitor should be represented in that section. Each year the Show officials count largely upon The Examiner to pack their exposition, and by the diversion of appropriations into one

Radioland!

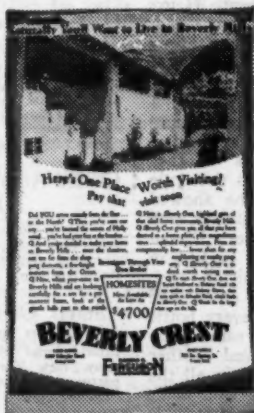


What a setting for a great show! The Ambassador Hotel's beautiful grounds contain one of the largest auditoriums in Los Angeles. The inset indicates how the 1927 Radio Show lured crowds.

(Continued from
Column 1)

paper a louder roar is created than otherwise. On the occasion of each of the five shows already held in Los Angeles, The Examiner's Special Radio Number has made other local publications feel like they had struck and missed.

History will repeat itself this year; so any Radio Show advertising you're going to do, ought to be slated for The Examiner, NOW!



"As low as \$4700." That's what the prices are on Beverly Crest. The subdividers of this splendid property regularly use The Examiner. The recent advertisement above is reduced from 4 columns by 12 inches in length.

woman author, under his own pen name of "Ruth Ashmore," who became a closer confidante to the sedate miss of that age than her own mother.

Another one of Bok's first acts as an editor was to offer a series of prizes for the best answers to three questions he put to his readers: What in the magazine did they like least, and why? What did they like best, and why? What omitted feature or department would they like to see installed?

Bear in mind that was in 1889—thirty-nine years ago—which makes this the first "consumer questionnaire" on record, doesn't it?

And he always gave them back a little better than they asked. His psychology was simple: "Come down to the level which the public sets and it will leave you at the moment you do it. It always expects of its leaders that they shall keep a notch above or a step ahead."

I believe this truly great conclusion well repays our close study of the Bok method in women's appeal copy—for the same rule holds good for pickles and publications.

Which reminds me—when I went through the great Heinz House of 57 in Pittsburgh, I saw over the doorways—and in every conspicuous place—a number of homely aphorisms, maxims of the thrifty, careful housewife—and I asked my guide what they meant. "See the signature?" he said.—"M. H." That means 'Mother Heinz' and it's her ideas that rule this business." Then he showed me a bottle of mixed pickles, and another, and still another. Placed side by side, each was packed in exact duplicate, each pickle, each bit of cauliflower, each onion, and each bean in each and every bottle occupied precisely the same position. Some system. And Mother Heinz got all the credit in all the million minds of those who made the rounds of those delectable kitchens.

In these two incidents I see the two great fundamentals for women appeal in copy.

Bok found the way to woman's

heart by glimpsing her most intimate, personal, selfish concerns; and Heinz sold her the idea that his attention to her well being was absolute to the most meticulous detail, and memorized the point by unforgettable example.

* * *

"*Making Them Read It*" will be the subject of the sixth "Copy Slants" article by Mr. Tinsman.

Forty Years Is a Long Time

THE CONKLIN PEN COMPANY
TOLEDO, OHIO

Editor of PRINTERS' INK:

Congratulations on the fortieth anniversary of PRINTERS' INK. That is a long time for any publication to be issued without interruption, especially when it is going as strong as at present. This is a personal tribute to each of your co-workers who has helped make it the strong virile force it is today.

With best wishes for continued success,

C. B. MATHES,
Sales Manager.

Manfred Darmstader with Williams & Cunnyingham

Manfred Darmstader, formerly production manager at Chicago for the Gardner Advertising Company, Inc., is now with Williams & Cunnyingham, Inc., advertising agency of that city, in a similar capacity.

D. S. Moran Joins New York "Journal of Commerce"

D. Spencer Moran has joined the advertising staff of *The Journal of Commerce*, New York. For the last four years he has been with the advertising department of the *Magazine of Wall Street*, New York.

Corset Account for Cutajar & Provost

Poirette Corsets, Inc., New York, has appointed Cutajar & Provost, Inc., advertising agency of that city, to direct its advertising account.

Starts Own Photo Business

Charles P. Feinberg has started the International Commercial Photo Company, New York. He was formerly a partner in the Knickerbocker Photo Service, at that city.

"Manufacturing Confectioner" Appoints C. W. Nordland

C. W. Nordland has been appointed Philadelphia representative of the *Manufacturing Confectioner*, Chicago.

National Advertisers place their Confidence in the

SAN FRANCISCO EXAMINER

—leader in



19 out of 23
National Advertising Classifications
(first 6 months, 1928)

For any part of the San Francisco Market, or for all of it, The Examiner has proved itself the outstanding medium by the yardstick of National Advertising results. That, and that alone, can explain its selection by the great majority of such advertisers appealing successfully to the buyers of San Francisco.

For Men and Women—for the Family and the Home—for all the varied appeals represented in 19 National Advertising Classifications in a total of 23—The Examiner continues to establish in advertising lineage a record for consistent and supreme advertising results.

The Examiner is 5th in National Advertising Volume among United States Newspapers—and Greatest in the West

The Examiner leads all San Francisco Newspapers in the following National Advertising Classifications . . .

<i>Automotive</i>	<i>Medical</i>
<i>Building Materials</i>	<i>Men's Wear</i>
<i>Electrical Appliances & Supplies</i>	<i>Miscellaneous</i>
<i>Footwear</i>	<i>Musical Instruments</i>
<i>Furniture & House Appliances</i>	<i>Office Equipment</i>
<i>Groceries</i>	<i>Publications</i>
<i>Heating & Plumbing</i>	<i>Radio</i>
<i>Insurance</i>	<i>Sporting Goods</i>
<i>Jewelry</i>	<i>Tobacco</i>
	<i>Toilet Requisites</i>



San Francisco Examiner

Daily, 186,890 - - - Sunday, 368,928

Advertising found and developed this market

EVERYBODY knows the round-the-world passenger service of the Dollar Steamship Line. But five years ago this service didn't exist.

It began with seven ships—and advertising. That was in January, 1924.

Eighteen months later five larger liners were added, and they were backed by more advertising.

A year after that five more magnificent new liners were purchased, and the advertising increased accordingly.

Ships of the Dollar Steamship Line and its associated company, the American Mail Line, now provide not only a

unique round-the-world passenger service on regular weekly schedules, but a complementary service between the ports of the Pacific Coast and the Orient.

When Robert Dollar and his associates embarked on this enterprise, many experienced shipping men predicted failure.

But the market was there, and advertising found it and developed it.

Lord & Thomas and Logan, who handle the largest volume of transportation advertising of any American agency, have been advertising agents for these ocean passenger services since their inauguration.



LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO
400 North Michigan Avenue

NEW YORK
247 Park Avenue

LONDON
Victoria Embankment

LOS ANGELES
1151 South Broadway

WASHINGTON
400 Hibbs Building

SAN FRANCISCO
225 Bush Street

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.

advertisers are like explorers...

NO seasoned explorer would attempt the conquest of vast territories without first establishing a base of operations.

National advertisers are becoming tireless explorers in what Charles M. Schwab calls "the field of economic distribution and selling."

Wise national advertisers realize that this means the establishing of a *base medium* from which to work out in their selling attack.

LIBERTY'S circulation is highly concentrated in the 249 counties containing all 322 cities of 25,000 or more population.

More and more advertisers are making LIBERTY their logical base medium for conquering these areas, where selling and distribution costs take the toboggan, and where business is best!

Now
over 1,500,000
average net paid
circulation guaranteed...For 1929,
a much larger circulation and no
increase in advertising rates.

Liberty
A Weekly for Everybody

Electrical Refrigeration Woke Him Up, and Now He Seems to Be Going Strong

Editor of PRINTERS' INK:

FAR from putting the ice-man out of business, mechanical refrigeration has actually helped him. It has waked him up and, owing to its strongly competitive influence, is turning him from a mere pedler into something of a merchant.

A few years ago when the General Motors Corporation, the General Electric Company and a few other organizations began getting somewhere in the production of mechanical refrigeration, the ice industry was just about as soundly asleep, figuratively speaking, as can be imagined. This is not greatly to be wondered at though when we remember that for nearly 3,000 years ice has been looked upon in pretty much the same light as air and water—a basic and staple necessity accepted strictly as a matter of course. There is some mention of ice being used as far back as the days of King Solomon. Nero was in the

the United States, has become common. The ice manufacturers made no particular effort to increase the demand. They supposed practically everybody was using the product anyway. But when machinery came on making a strong bid to take the place of ice they got scared—also busy. They saw their market slipping away from them.

Realizing, seemingly for the first time, that they had something to sell, they began seriously



ICE MANUFACTURERS ARE MAKING A DETERMINED EFFORT TO RETAIN THEIR CUSTOMERS AND EXTEND THEIR MARKET BY MEANS OF AN EXTENSIVE CO-OPERATIVE ADVERTISING CAMPAIGN

business are likely to put out a low priced unit which can be installed in most any ice box?

I mean, for example, a \$50 unit which could be sold on deferred payments and be put into existing ice boxes. If such a program as this is carried out it absolutely spells the finish of the ice companies. Of course, I realize that it isn't going to happen over night, but over a three-year period it is going to make serious inroads in their business.

Knowing your familiarity with situations of this kind, I thought perhaps you would write me your frank views on this subject.

JOHN RING, JR.,
President.

to try to increase per capita consumption and also started upon the apparently hopeless task of getting new customers. To their amazement they found that instead of substantially everybody using ice, considerably more than half of the families in the United States didn't even have ice boxes. Fully 40 per cent of the families are in the same condition right now. This would seem to indicate that there was some excuse and reason for advertising. The outcome is that since the advent of mechanical refrigeration which was expected to supersede the ice-man, the sale of ice both in number of customers and in quantity has increased by approximately 10 per cent—not a sensational figure but interesting and significant.

Mechanical refrigeration has grown to be an enormous industry. There are those who say, with a considerable show of reason, that in the number of units manufactured and sold and in the amount of money involved it will pass even the automobile. PRINTERS' INK has frequently told about this amazing growth. We believe that this, relatively speaking, is only started and that there is a prospect of consistent and constant growth. As new machines develop in more nearly perfect form and as volume production and selling work the price down continually lower, it is natural and inevitable that great numbers of families shall turn from ice to the use of machines.

Ice manufacturers, however, can always find a great recruiting ground among the millions of families that use ice not at all or only occasionally. It must be remembered also that nearly 400,000 families are added each year to the country's population. It stands to reason therefore that if the iceman keeps awake, as he of course will, he will have a good and profitable business for many a long year to come and be able to have full sway for all the educational and merchandising effort he wants to put forth.

At this writing, ice manufacturers are making a determined

effort to retain their customers among those who can afford to buy mechanical refrigeration, and to extend the use of ice among those who cannot. This is being done through educational advertising carried on by the National Association of Ice Industries, which was organized in 1917. Last year the association invested \$200,000 in an institutional advertising program and this year \$300,000 is being put out for the same purpose.—[Ed. PRINTERS' INK.

Ridder Brothers Buy Aberdeen, S. Dak., Newspapers

Bernard, Joseph and Victor Ridder have purchased the Aberdeen, S. Dak., *News and American* from C. D. Kimball and Harold McKeever. In addition to these papers, the Ridder Brothers are publishers of the *New York Journal of Commerce and Commercial*, *New York Staats-Zeitung* and *Herold*, Jamaica, N. Y., *Long Island Press* and the *St. Paul, Minn., Dispatch and Pioneer Press*.

James Mathews, circulation manager of the *St. Paul Dispatch and Pioneer Press* has been appointed publisher of the *Aberdeen News and American*. He also has acquired an interest in those papers although the controlling interest remains with the Ridder Brothers.

To Vote on Nestle-LeMur Merger

Subject to the approval of stockholders of the LeMur Company, Cleveland, permanent waving machines and cosmetics, that company will acquire the C. Nestle Company, New York. Nestle Circuline system of hair waving. If approved the two companies will be merged under the name of Nestle-LeMur Company.

Automotive Parts Trade Plans Co-operative Campaign

The advertising account of the National Standard Parts Association, an association of automotive replacement parts manufacturers and jobbers, has been placed with Warner Advertising, Detroit. Plans are under way for a co-operative campaign.

Ahrend Letters Opens Philadelphia Office

Ahrend Letters, Inc., New York, has opened an office at Philadelphia. T. A. Connelly, formerly with the American Multigraph Sales Company at Philadelphia, is in charge of the new branch.

AGENCY MEN and LINEAGE STATEMENTS

SPACE buyers have frequently declared that in their opinion the majority of newspaper lineage statements are mere bombast and not worth a moment's consideration.

They point out that such statements often pertain to relatively insignificant classes of advertising, often apply to a short period of time during which conditions could easily be abnormal, and moreover are often modified by qualifying phrases which refute the impression intended to be conveyed.

But they admit that when lineage figures are of a kind and scope that unmistakably reveal reader influence and sales power, they not only welcome such information but regard it as an important factor in determining the choice of mediums.

Los Angeles Times heartily approves of this attitude. It frequently prints lineage figures and would appreciate having its attention called to any instance where such figures are not illuminating, significant and of practical value to space buyers.

As an example: Los Angeles Times leads all western newspapers in display and classified advertising, which we believe is sound evidence of all-around pulling power. In the local morning field, based on six months' period, it printed 1,561,896 lines of department store advertising against 863,380 lines by the second paper, which in our judgment conclusively proves its superior mass pulling power. In financial advertising, during this period, it printed very nearly as much as the second morning paper and the two largest afternoon papers all put together, which we think would be impossible unless The Times was in a class by itself so far as the higher purchasing levels are concerned.

Los Angeles Times

Eastern Representation:

Williams, Lawrence & Cresser Co.
300 N. Michigan Blvd. 285 Madison Ave.
Chicago New York

Pacific Coast Representation:

R. J. Bidwell Company
742 Market St. White Henry Stuart Bldg.
San Francisco Seattle

The New Art Gets in Bad in Johannesburg

AN interesting question has been brought up by a recent controversy over a poster in South Africa, news of which is sent to the *Advertising World*, of London, by its South African correspondent.

Some time ago the Johannesburg Publicity Association conducted

an open competition to obtain a poster which might be jointly issued by the association and the South African Railways. Three of the judges, without comparing notes, selected the poster reproduced herewith as their first choice. It is the work of a local artist named Lennard and is of a bold treatment. The caption, "City of Promise," and the words below it, "Forty years ago bare veld, today world-famous," throws up in bold relief

a group of skyscrapers while the lower portion represents the Town Hall of the city and the gold mines. It is definitely in the futuristic style and was intended, as its caption says, to depict the future of the city. There was no intention on the artist's part to intimate that the city has skyscrapers at present, but only to be symbolic.

But there are some very literally minded people in South Africa, as there are in all other portions of the world. At a recent meeting of the Union House of Assembly a member placed on the order form the following question:

"To ask the Acting Minister of Railways whether he had seen a

poster which was being exhibited in Cape Town in regard to Johannesburg with the words 'Forty years ago bare veld, today world-famous'; whether he is aware that the poster in question is not representative of Johannesburg, and is calculated to deceive and mislead the public; and whether he will order the withdrawal of the poster in question and order the substitution of one which would truthfully portray the attractions of the place it is sought to advertise."

Those were rather harsh terms to apply to a poster which the artist intended, as he says, to make merely imaginative and striking. On the other hand, critics of the poster claim that the presentation of any such skyscrapers is misleading and would lead a stranger to believe that the city possesses buildings exactly as shown.

The defenders of the poster say that a new perspective is within the province of

the artist and that the very caption "City of Promise" gives the clue to the fact that the poster is frankly intended to be symbolic in treatment.

And though, as the South African correspondent of the *Advertising World* says, the matter rests for the moment, the critics continue to criticize and the defenders to defend. In the meantime, the member who first queried the Acting Minister of Railways has withdrawn his question from the order paper and the poster, because of the criticism leveled at it, continues to draw more attention from people who have taken sides in the debate, than any other poster in South Africa.



PHOENIX, Ariz., August 9th, 1928. Statistics recently compiled by the Chamber of Commerce and the telephone and electric light and power companies place the population of the city of Phoenix at 58,000. The telephone survey indicates that Phoenix will have a population of 133,000 by 1945. These figures were compiled by telephone engineers in estimating necessary equipment for the local exchange during the next 10 years. Phoenix had a population of 11,134 in 1910 and in 1920 the census showed 29,053 population for Phoenix. The population of the Phoenix trade area is more than half a million.

PIONEERS

Every April, 2,000 of the horny handed, two-fisted, square shooting Pioneers of Arizona meet in Phoenix and are guests of the Arizona Republican. Barbecues, old time dancing, theater parties, all free

BUSINESS MEN

The Monday Business Review page with Babson, Fisher, Willis, and others, and complete daily market page of the Arizona Republican afford specialized business news for men of all endeavors

KIDDIES

Every August, 10,000 kiddies less than 16 years old gather as guests of the Arizona Republican at a great annual picnic full of rafts of fun. Swimming, athletics, cats, drinks—all free

SPORTS FANS

The World's Series, or championship fight brings 10,000 fans yelling and cheering to the Arizona Republican office for player board returns and bulletins. Great sport pages daily

HOUSEWIVES

Every January 7,500 women attend the Arizona Republican's Better Foods Better homes week, which presents the greatest cooking school held in the southwest. Education, recipes, samples, nursery,—all free

LABORING MEN

A policy of truthfulness and a square deal for everybody, and scores of services appreciated by men in all classes brings the enthusiastic respect of the laborer for the Arizona Republican



PERSONAL
LOVELINESS

*As Reflected
In the Pages
of*

GOOD HOUSEKEEPING

MANUFACTURERS of toilet preparations have become increasingly aware that personal fastidiousness is a quality men take with them through the years, and that to direct advertising merely to girls in their teens or early twenties is to seriously limit their market.

. . . A wife who desires to hold the admiration of her husband —

. . . A mother who wishes to make her adolescent sons and daughters look at her with pride —

. . . The efficient homemaker whose time has been released for other pursuits — for golf and travel and social contacts —

. . . The woman who has money enough to consider good grooming and good looks as necessities of life —

These types represent the Good Housekeeping audience—one of the most responsive markets for beauty products an advertiser can find — whose patronage recently caused a prominent cosmetics manufacturer to state, "Good Housekeeping is the best investment in my advertising list."

It is but half of the story. These women—more than 1,600,000 of them—are of a distinct class who buy only *guaranteed* products.

In the midst of all the confusing claims made for toilet preparations, these women know that Good Housekeeping, which has tested cosmetics before it recommends them, is their



sure guide as to whether they are safe and will do what is claimed for them. Its Seal of Approval has therefore become the cosmetic user's guaranty of worthiness

When making up your list, it may be wise to disregard preconceived notions and investigate thoroughly Good Housekeeping as a market for your beauty products.

A Vigorous 99th Year—

Just short of 100 years ago the Boston Evening Transcript was founded with the avowed purpose of becoming *The* paper of New England's best, culturally and financially.

Under continuous ownership of one family, the Transcript today, in its 99th year, is admittedly *The* paper of the dominant group in this rich market.

Recognition of this has brought an increase in total display advertising of 254,842 lines for the first seven months of 1928—against substantial losses by all the other daily and Sunday combined Boston papers.

Boston Evening Transcript

Highest ratio of BUYERS to readers

National Advertising Representative

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

Every Letter in Our Collection Series Must Anticipate Results

There Must Not Be One Word That Might Cause the Debtor to Feel That the Money Is Not Expected at Once

By H. G. Young

Sales Manager, Hascall Paint Co.

IN the December 1, 1927, issue of PRINTERS' INK there was published an article by the writer entitled, "How Many Letters Should There Be in the Collection Series?"

This article gave the conclusions at which we have arrived after years of tests and experiments along this particular line. I did not, however, incorporate the letters used in our series; and as we since have had several inquiries for copies of these letters, or for suggestions as to about how we write them, at the request of the editor of PRINTERS' INK I am adding this supplement.

In the article referred to it was pointed out that we had come to a definite decision, backed by the figures shown in our extensive compilation, that, in our particular business, "the six-letter series is the best." This, because, in a series of six letters, "all the appeals to motives used in collection letter writing can be successfully and efficiently employed—honesty, pride, square-dealing and fear."

Further, it was stated that our letters were so worded and arranged, in steps, as to collect from the general classes of debtors, viz, good, slow and bad, "at their habitual time of paying." Also that they brought in the good payers without causing offense; that they coaxed the money from the slow payers in their due time to pay; and that by keeping in regular touch with the bad payers, steadily advancing the issue up to the climax of suit, they forced the money from them.

The first three letters in our series are appeals to the debtor's honesty. Here is letter one:

If you will—
Please refer to our invoice of Sept. 24, statement of which was sent you

ten days ago, you will observe that the account became due and payable on December 5th, and is, consequently, now—

Overdue!

No doubt overlooked by you.

You will, therefore, be glad to pin your check, in the amount of \$50, to this letter, place it in the self-addressed envelope provided herewith, and mail to us **RIGHT NOW**—before you forget it.

Thank you.

This letter, you will observe, is a subtle appeal to the debtor's honesty by simply inferring that he "overlooked" the account.

The greater number of accounts you can collect with your first letter, the proportionately less trouble you will eventually have, and, of course, the less expensive it will prove to collect your accounts. For this reason, the first letter should be just as strong as it can reasonably and daringly be.

In spite of these outstanding facts, there seems to be a mistaken idea that the first letter should be but an extremely polite reminder. The writers almost humble themselves asking for the money and the letter generally has an "if convenient," "will you please," or some such ineffective phrase in its make-up.

You will note that we come right to the point, unhesitatingly, unwaveringly, firmly, yet pleasantly. We make the "overdue" stand out so the debtor will see it and realize that we are laying stress upon the fact. We do not beg, even ask, for payment; *we expect it*. In the last paragraph we leave no doubt in the customer's mind that we fully expect, in fact, *know*, his remittance will be sent promptly.

Now for letter number two:

My wife gave me the very devil last evening!
When I left home yesterday morning

she gave me positive instructions to drop into the jewelry store on my way home and get her wrist watch she had left there for repairs. But—

I forgot!

So, as I know how easily it is for a busy business man to occasionally forget to fulfill a duty, I am not going to give you the devil, but am going to be better natured.

Instead, I am just going to ask you to sit down, *right NOW*, before it again slips your mind, write out your check for \$50, and mail it to us in the enclosed envelope.

I know you will because the account is two weeks *overdue*. Thank you, Mr. Jones.

This letter is another subtle appeal to the debtor's honesty. We assume he forgot but we bring it out in such a way that if he really has overlooked it, he will not do so after reading this letter.

If there is still no answer, letter number three goes out:

What the dickens is the matter, Mr. Jones?

Again—

We have to ask you for that \$50—the *third* time!

You, of course, fully intend to pay this bill. We have no doubts about that. And we know you have the money right there in your bank with which to do it.

But, why put it off? Why compel us to write so many letters? We were prompt in extending your credit and in shipping your merchandise. Surely you want to show your appreciation by being prompt in settling your bill.

So, mail us your check *TODAY*. We shall look for it not later than the first mail *next Tuesday*—in the enclosed self-addressed envelope stamped for your convenience.

A third appeal to honesty, but we come right out with it, so to speak, by saying we know he "fully intends to pay this bill."

In the fourth letter we change our tactics a bit:

Do you know, Mr. Jones, that one of the most valuable assets we can have is credit?

When a business man pays his bills with a reasonable degree of promptness, he sustains his good reputation in the commercial world, and he can have about anything he wants—on credit.

But, let him once, only *once*, lag far behind in the payment of a bill; let the words "slow pay" appear behind his name in the mercantile records; and immediately the eagle eyes of the Credit Managers begin to watch him closely, and they become very cautious in their extensions to him.

Surely *you* do not want to be under this handicap!

So, send us your check for \$50 *AT ONCE* and keep the reputation of "prompt pay" you now enjoy.

An appeal to pride. This letter proves very effective, especially with individuals. The average business man wants to be regarded as a good business man and a good credit risk for what he wants.

Number five follows:

Now, listen, Mr. Jones:

Don't you think that—

If we owed you \$50 and the account was almost two months overdue, *YOU* would want one of two things without further delay; either the money, or a reasonable excuse as to why it was not forthcoming?

You bet you would. You'd be entitled to it.

Well—that is just what we want. We want your check in payment of your account, or, we want a reasonable explanation as to why you are withholding payment, and a definite statement as to *when* we may expect the check. And, not later than *Wednesday, Jan. 8th*, please!

A square deal—is all we ask.

A square-deal letter. No comment, I believe, is necessary.

Finally:

Do you want us to place your account of \$50 in the hands of our lawyers?

We don't want to, truly. We do not like to have lawsuits with our customers.

But—

You have now had our merchandise four months, and we have kindly asked you for our money five times. If you do not pay us willingly, what else is there for us to do, Mr. Jones?

It's up to you!

Are you, therefore, going to compel us to hand the matter to our attorney on March 11th; or, will you have your check in our hands by March 10th?

An appeal to the emotion of fear. Nothing rough, blustering or bluffing about it. We tell him in a polite way that it is simply up to him, that if we sue it is his fault, not ours.

A WORD ABOUT THE SIX-LETTER SERIES

For some time we experimented with the four-letter series and the five-letter series, but learned that both were costly for us to use. This because (1) of the loss of customers through threatening them with legal proceedings too quickly; and (2) in the payment of attorney collection fees. The latter because we found, in compiling figures, that a large percentage of the accounts we sent to our attorney were quickly col-

San Francisco—The Gateway to Western Prosperity



Fairchild Aerial Surveys, Inc., N. Y.

Follow the *Outlook* into Prosperity!

Wealth flowering on the slopes of every valley, wealth bursting from the earth, wealth flowing in the streams; fruit, oil, gold! Such is the Pacific Coast. Its great mansions are filled with luxurious people. Its bungalows with expensive merchandise, the streets of its towns and cities with fine cars and the minds of its citizens with an ever ascending standard of living. It gives to the nation 9% of the total income tax returns and takes from OUTLOOK 9% of its entire circulation for its most influential homes. The remaining OUTLOOK circulation follows the *wealth spots* from the East Coast to the West.

Get into these *wealth spots*, at prevailing low rates by reserving your 1929 schedule now, through

The Outlook

120 East 16th Street
New York City

FRANCIS RUFUS BELLAMY
Publisher-Editor

W. L. ETTINGER, Jr.
Advertising Manager

lected without the necessity of lawsuits, a thing we ourselves could have done had we exercised more patience.

On the other hand, we soon learned that through the use of the six-letter series, by appealing to their honesty in three letters, successively, it brought in payment of more accounts than the first three letters in the four- or five-letter series. And, the customer's frame of mind was kept peaceful and his patronage was retained.

Costly experience has finally and convincingly taught us this: The only way to get in maximum collections quickly is to adopt and practice a method which follows the debtor closely and persistently with letters that are firm but always courteous.

We have long since noted that close collections handled with tact and judgment will retain the respect and good-will of the customer worth keeping. If you are irregular in your follow-up, or if you do not "advance a step," so to speak, in each successive missive, the debtor has a tendency to lose his respect for you and your methods. And, of course, if he is of the delinquent type, and we always have a few of them, he will play with you as long as he can, not paying until the final stage of collection is reached, and often not then until he receives his first letter from an attorney.

In short, lax methods beget his disrespect and will result in long drawn out accounts and a sure financial loss.

So, until the account is paid, an extension is granted, or a complaint arises, we have always deemed it vitally important to follow our debtor promptly, regularly and religiously every tenth day. We keep right on top of him, and with the proper type of letter.

The tone and attitude of a collection letter are of major importance. In our letters, we always strive to convey the idea that we are masters of the situation. Our missives approach the debtor firmly, yet courteously. They anticipate results. Before we dictate a collection letter we con-

vince ourselves that it is going to bring the money. Consequently it does not waver nor show doubt between the lines.

After our letter is written we see that it is clear, terse and forceful; that the style is easy and natural, and free from all stilted or stereotyped phrases; and the tone friendly, yet business-like. If there is one word, one phrase or one thought in the letter that might cause the debtor to feel that we did not expect the money at once, we re-dictate it. It must anticipate results.

We believe in getting out our letters neatly. The punctuation, spelling and paragraphing must be correct. The letter must be blocked neatly in the center of the sheet, sufficient margins on all sides. Regardless of how good a collection letter may be worded and constructed, if it presents an untidy appearance to the reader, it depreciates in force and effect. As a rule, we single space the lines and double space between paragraphs, which makes the letter easy to read.

In conclusion, let me repeat, the six-letter series and the kinds of letters we now use have proved best in our particular business. To endeavor accurately to indicate a number of letters that should comprise all collection series would present a very difficult problem. It is quite apparent that the figures would vary considerably in different industries and might even vary somewhat among different manufacturers in the same industry. Furthermore, it is known, of course, that the same methods and the same letters could not consistently be applied to instalment or monthly running accounts.

Yet, we do believe that the number used by us and the style of letters can be used successfully in obtaining results by the average business house.

John Voegtly with John S.
King Agency

John Voegtly has joined the copy staff of The John S. King Company, Inc., Cleveland advertising agency. He was recently with the advertising department of Halle Brothers, of that city.



Years

OF UNBROKEN DOMINANCE

in the Oregon Market

DURING the first six months of 1928 —

The Oregonian published 523,362 lines more advertising than its nearest competitor.

The Oregonian led in 25 out

of 36 local classifications.

Circulation gain during past year: daily 1,708; Sunday 9,230.

The Oregon Market is growing fast.

So is The Oregonian.

The Oregonian

The Preferred Newspaper of the Pacific Northwest

Circulation: over 106,000 daily; over 160,000 Sunday

Nationally Represented by VERREE & CONKLIN, INC.

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

285 Madison Ave. 333 N. Michigan Ave. 321 Lafayette Blvd. Menadumock Bldg.



TOLD IN THE DRUG TRADE

THE manufacturer of a product selling through drug stores recently summed up Collier's to his 1,300 jobbers and salesmen this way—

"Collier's is primarily geared to the times—and edited to meet the demands of interest, intelligence, and convenience . . . Therefore we select Collier's for advertising ACTION in the weekly field."

Many other advertisers have the same impression about Collier's. They say it is brief, sharply focused, easy to read, and possesses infinite variety.

Their conclusion is but natural when you remember that every superflu-

ous word and paragraph is cut from all accepted manuscripts and thrown away. A costly process—but Collier's believes that no price is too great to pay for the interest and patronage of open-minded, fast-thinking people.

Collier's policy is to be newsy, pictorial, brief—edited to the spirit of the age—not up or down to an economic or intelligence level.

And the value of this policy to business is best told in the words of Collier's advertisers who say: "We use Collier's—for ACTION! It brings a quick return on our advertising investments."

THE CROWELL PUBLISHING COMPANY

NEW YORK

"Collier's ~ for ACTION"

Now more than 1,600,000

Do you know that—

90% of the Retail Grocery Stores
80% of the Retail Drug Stores

In the lower peninsula of

MICHIGAN

(OUTSIDE OF DETROIT)

are located in

**The Booth Newspaper
Area**



This new 1928 edition of

**THE
MICHIGAN MARKET**

Answers many important
merchandising questions
about this big metropoli-
tan market.

If you haven't received a copy write for it today

Grand Rapids Press	Flint Daily Journal
Saginaw Daily News	Jackson Citizen Patriot
Kalamazoo Gazette	Bay City Daily Times
	Muskegon Chronicle
	Ann Arbor Daily News

THE BOOTH PUBLISHING CO.

I. A. KLEIN, Eastern Representative
50 East 42nd St., New York

J. E. LUTZ, Western Representative
6 North Michigan Ave., Chicago

Every Oil-O-Matic Dealer Must Send a Man to Its School

Installation, Operation, Servicing and Selling Are Taught at a Five-Day Session, at the Dealer's Own Expense

By Jas. A. Worsham

Section Sales Manager, Williams Oil-O-Matic Heating Corporation

IN a new industry like that of manufacturing oil burners for heating homes, the problem of training dealers and their men is always a serious one.

In order to sell and service oil burners, it is necessary that a dealer and his men have a fairly accurate technical knowledge of the product. The Williams Oil-O-Matic Heating Corporation, as a solution to this problem, started a training school in 1923. Students have come from Australia, Great Britain, Belgium and Germany at their own expense or that of the dealer to learn the how and why of the Oil-O-Matic burner.

Dealers who are selling items with which their men are familiar are reluctant to take on something that requires technical training.

In persuading prospective dealers to accept a sales license in which they agree to send one or more of their men to the factory school for training, the entire plan is presented frankly and plainly.

"Yes, the items you now sell," they are told, "require no special training. But it is also true that these items are highly competitive and your profits are always at a vanishing point.

"Here is the Oil-O-Matic burner that *does* require trained men to sell, install and service. In fact in your sales license you are going to agree to have your men trained and you are going to pay their expenses yourself.

"But when you sell Oil-O-Matic you will have a monopoly in your city. You will have a satisfactory profit and above everything else that is why you are in business—for controllable profits.

"Profits are not hard to make with Oil-O-Matic burners but they may be hard to collect and

keep without proper installations. Proper installations can only be made by trained men. Trained men thus insure satisfied users and this assures you your profits and satisfied users will help any business to grow."

Briefly, this is the way the matter is presented and implanted in the dealer's mind. And he is never allowed to forget the vital importance of this trained help and that is why each session of the training school, which is held every other week, has on an average of forty students from various parts of the country.

After the members of the class have been welcomed and introduced to each other, R. D. Marshall, registrar of the school, outlines the studies and work ahead for the first day and the succeeding four days.

The strongest emphasis is placed on what is expected of each man in the way of close attention, application, obedience to the discipline, punctuality and the taking of notes—especially the taking of notes. In the history of the school, only one exception to this note-taking rule has ever been made and that was with a man who proved, by reciting an entire day's lesson, that he had a most unusual memory.

A TIME FOR CONCENTRATION

Mr. Marshall points out in no uncertain terms that these five school days are a time for concentration and mental application. The students are also told plainly that they are expected to be in their seats not later than 8:30 a. m. and remain until 11:30; back again at 1:30 and remain until 4 p. m. Five and one half hours in all, each day.

At the close of the day's session, written questions are handed the student and he is obliged to work on them in the evening and turn them back the next morning, answered.

The students as a whole, Mr. Marshall assured me, respect all discipline and strive to learn. Perhaps the paying of their own expenses has something to do with this earnest attitude.

Mr. Marshall on this first morning continues with a discussion of the history and growth of the domestic oil-burner industry generally—the magnitude already attained and its possibilities of rapid growth. Following this line of

Mr. Marshall, "that sales have been traced to the following sources—23 per cent to advertising—27 per cent to direct dealer effort and 50 per cent to satisfied users' influence. It is because of this showing that we place such emphasis on your being well trained in installation, operation and servicing as well as selling.

"We want our burners sold on the basis of what they can actually do, no more and preferably a little less. No installation is better than the man who installs it. No installation crew or service man can make even a Williams Oil-O-Matic burner live up to a sales lie."



PARTIAL VIEW OF FACTORY SCHOOL STUDENTS TAKING DOWN AND REASSEMBLING OIL-O-MATIC BURNERS

thought is a recital of the history of the Williams Oil-O-Matic Heating Corporation and how and why it has attained and maintains an important place in the domestic oil-burner industry.

He reviews the course of study and brings out the fact that 85 per cent of the study course will treat of things mechanical and 15 per cent on sales. It is mentioned, however, that all the way through the course the sales values of knowing the mechanical features will be interwoven in the mechanical discussion.

"It has been figured out," says

Following this is a detailed explanation of the sales course in a six-booklet make-up for which \$10 is charged.

Monday afternoon Earl Nesmith, chief instructor, follows Mr. Marshall. A trip is devoted to a visit in the administration building with the personnel of that department of the company and then through the factory where many processes of manufacture are explained. The basic idea of the first day is to impress the student with the firm conviction that the domestic oil-burner business is worthy of his time and that no



Would You eat Yesterday's Fried Eggs?

Yesterday's fried eggs have just as much appeal as yesterday's newspaper. Men like their eggs fresh, and HOT... and their news the same way.

That is the reason the Journal is the man's paper in Portland, Oregon. Three hours difference in Portland and Eastern time enables the Journal to give them today's news TODAY!

Sports, stock and bond reports, national and international news, is served them HOT... in the afternoon of the day it happens.

Your advertising in the Journal, directed to Portland men, is carried next to the news that Portland men WANT to read.



The JOURNAL Portland-Oregon

REYNOLDS-FITZGERALD, Inc....Special Representatives

NEW YORK—2 West 45th St. CHICAGO—203 North Wabash Ave.

PHILADELPHIA—1924 Chestnut St.

SAN FRANCISCO—58 Sutter St. LOS ANGELES—117 West Ninth St.

SEATTLE—H. R. Ferriss, 3322 White Bldg.

(The Journal maintains an efficient Merchandising Service Bureau,
at your disposal for surveys, charts, data, etc.)

one could embark on anything more important than these school days which will be devoted to learning all about this new industry that is still an infant with giant possibilities.

Tuesday morning Mr. Marshall gives a full demonstration of every step a dealer must take to insure success in selling oil burners for home heating. How to take a census of a city to locate "able-to-buy prospects," is shown in detail and emphasis placed on the importance of the salesmen standing in the presence of able-to-buy prospects as many hours of the day as possible. "In no other way can the dealer hope to make money for himself or this company."

Much time is spent in discussing the part advertising plays in its many forms—direct mail, newspaper, periodical, radio and outdoor.

In his lectures Mr. Marshall goes on the assumption that no one present knows anything about the subjects and he discusses all of them thoroughly, beginning at the most elementary principles and concluding with the most advanced information.

Mr. Nesmith then follows through in the same way with a technical discussion of the four laws of combustion and the basic principles of oil burning.

Tuesday afternoon, all present are required to take down and re-assemble burners. Each part is of course explained.

Wednesday morning there is a further discussion by Mr. Nesmith on other technical phases of heating with oil, especially as it relates to attaining efficiency. It is shown how correct installations can effect fuel savings as high as 50 per cent over improper installations.

INSPECTING ACTUAL INSTALLATIONS

Wednesday afternoon an inspection trip is made by the class to many actual installations in the city of Bloomington, Ill. There are over 700 installations in this city and this affords an unusual variety of installations from which object lessons can be taught.

In the presence of each installation there is a detailed discussion pertaining to that particular installation and its application to that special method of heating.

Whether the entire class visits an installation at the same time, depends on the size of the class. Following all of the annual Oil-O-Matic international conventions the class usually numbers between 300 and 400 students. Under these conditions the class must be divided into groups on these inspection trips with an instructor over each group.

Not only do these actual installations teach more than theory but they leave everyone convinced that Oil-O-Matic burners are in daily use and giving satisfaction, some of them for over eight years. The students are also convinced that with proper installation the user is thoroughly satisfied with the burner.

Before passing it is worthy of mention that we are able to draw an attendance of between 2,500 and 3,000 dealers at our conventions, each one paying his own expenses. This is mentioned to emphasize that even those students staying for school after convention have paid their own expenses. They have no advantage in this respect or in any other over those coming at other times of the year.

Thursday morning, as on all previous days, there is a summary of what has been previously studied. Then this is followed by further discussion on oil burning, especially as it relates to the Oil-O-Matic. If the students have had any difficulties with installations such are reviewed at this time.

Thursday afternoon is devoted to "bricking" problems. In the Oil-O-Matic burner nothing is inside the fire zone—only the nozzle of the burner projects slightly inside. This requires that the fire box be bricked up. Improper bricking can cause an exorbitant use of oil and often rebricking a poorly planned job can effect a saving as high as 50 per cent in the consumption of oil. For this reason this is an important subject and in this session the service manual,

Farmers Prefer Facts

Long, detailed, profusely illustrated arguments and expressions of opinions about common things, presented with the idea that the farmer has the mind of a ten-year-old child, have no place in the philosophy of the editors of *Farm Life*. *Farm Life* deals with commonplace things in plain, clear, brief statements of fact. *Farm Life's* editors deliver an extraordinary amount of usable information and applicable inspiration each month. They cover a wide variety of subjects on each page. Farmers are used to dealing with the immutable facts of nature. They know how to interpret facts in terms of their own business. More than a million farm families approve *Farm Life* by continuing their subscriptions.

T. W. LeQuatte
Publisher

Farm Life

Spencer, Indiana

Herald Tribune *sells* RADIOS in New York

THE following statement from Davega, Inc., one of the largest retail distributors of Radio and Sporting Goods in New York explains why this advertiser uses more space in the Herald Tribune than in any other morning and Sunday newspaper.

The New York Herald Tribune,
New York City

Gentlemen:—

I know that you will be interested to learn why we are using more lineage in the Herald Tribune than in any other morning newspaper. We believe that the constantly increasing circulation of the Herald Tribune reaches the most powerful buying audience—which audience also appreciates the value that Davega has to offer.

The Herald Tribune's long established policy of accepting only truthful advertising conforms with Davega's money-back guarantee. We wish to express our thanks at this time for the splendid results that we have obtained from our advertising in your paper and for the fine co-operation we always receive from your staff, which will be reciprocated by us in increased advertising.

DAVEGA, Inc.

(Signed) A. Davega
President

This advertiser has doubled his radio lineage in the Herald Tribune within the

last year, because, as he says "The Herald Tribune reaches the most powerful buying audience".

Supplementing this reason is the additional point, that the Herald Tribune has, to an unusual extent the confidence of its readers—confidence won through years of superior service in publishing a complete, accurate and interesting newspaper, plus "the Herald Tribune's long established policy of 'accepting only truthful advertising'".

Other radio advertisers, too, recognize the superior value of the Herald Tribune's advertising columns.

Fifteen leading advertisers of radio receiving sets combined used substantially more lineage in the Herald Tribune in 1927 than in any other New York newspaper—in fact, more than in all other New York morning and Sunday newspapers combined. And have continued during 1928 to give more of their advertising to the Herald Tribune than to any other New York newspaper.

The great national advertisers in the radio field, and their important regular retailers have consistently over a period of years recognized the superiority of the Herald Tribune's radio section as a news service to the public, and hence as an advertising medium.

NEW YORK
Herald Tribune

Southsburg, Ind., June 25, 1928.
 Leo P. Kaufman, Daily Louisville News Bldg.,
 Louisville, Ky.

Mr. Kaufman:

You will find herewith attached my check for \$50.00, for which you will please issue to me 5 shares of paid up stock in the Association you represent. I am making this investment solely through the confidence I have in the advertisements in the financial section of the Sunday Courier-Journal, believing that an old timer like the C.J. would not accept advertisements from irresponsible or doubtful enterprises.

Having decided to become a member of your "family" on the financial recommendation of the C.J., I would still like to have any literature you may be putting out in the way of prospectuses, (I don't know how to spell it) that I may have some idea of what I have gone into.

Yours

Claude E. Foster

Refrence: Any bank, banker, county official, businessman of Scott County, Indiana.

Reader Confidence



—that comes only after a century of Honorable Service—A valuable asset for a newspaper and for those who use it as an Advertising Medium.

over
170,000
 Daily

over
138,000
 Sunday

Member
 of the
 A. B. C.

The Courier-Journal.
THE LOUISVILLE TIMES.

Member of the 100,000 Group of American Cities

Represented Nationally by THE S. C. BECKWITH SPECIAL AGENCY

which contains many bricking plans for different types of furnaces, is used extensively.

Friday morning automatic controls of the burner are fully explained. The safe operation of the burner is dependent on the proper installing of these controls and the points are carefully explained.

In all discussions the Oil-O-Matic burner is ever present to illustrate what is being said. Blackboard work is often resorted to in explanations.

Most of Friday afternoon is devoted to examination papers and the summing up of all that has been studied.

The examination papers contain a total of 216 questions, and when the student starts home, he is given another set of eighty-six questions which he must answer and return.

Outside of school hours the students can be found about the plant watching operations and asking questions or in the service department in consultation with the managers of that department.

On Friday evening is the banquet and even there the seriousness, discipline and study side are still uppermost.

Walter W. Williams, vice-president of the company and designer and inventor of the Oil-O-Matic burner, addresses the class. Various members of the sales force talk and often students take a part also. The founder and president of the company, C. U. Williams, closes the school with appropriate remarks.

FIVE CROWDED DAYS

Five days have thus quickly passed with much crowded into each hour of this intensive training. The greatest care has to be exercised in keeping away from unnecessary discussions that lead nowhere. Questions from students receive due consideration but rambling arguments are avoided or quickly cut short. In this way the curriculum is followed with a directness that wastes no time.

The average school is made up of about 8 per cent dealers, 20

per cent salesmen and the rest service men.

Regional schools have been held all over the world. In 1928 the total attendance at regional schools has been about 1,200 with an average attendance of forty at each school. Schools have been conducted in England, Germany and Belgium, and other foreign places.

Careful records of each student are kept. If a dealer reports trouble, the records are reviewed to determine whether he has a factory trained man. If he has, then just a few words by wire will be effective.

If the dealer is temporarily out of a trained service man, then one of our traveling service men is routed there. But the next school usually sees another man in for training from that dealer.

Each student is placed on the mailing list for the "Oil-O-Matic News," our house publication for dealers.

Often a dealer wants this company to recommend some capable service man or salesman. The records make it possible to satisfy this dealer and perhaps give promotion to a deserving man.

Out of this student body, men have come to our own organization. These are two other incentives that prompt men to come and study.

Students continually write in direct for instruction on points of installation. It is interesting to notice that most of them begin their letters Dear R. D. to Mr. Marshall or Dear Earl to Mr. Nesmith, such has been the friendly spirit of these two men, in spite of a rigidity of discipline in the school term that borders on the army type.

The curriculum briefly outlined has been a matter of slow growth.

With the recent development of a new type of small burner, using distillate and operating on a slightly different principle from Oil-O-Matic, which uses the cheap fuel oils, it will be necessary to modify the curriculum to include it. Also with the addition of an electric refrigerator, now in production, more days may be added to the term.

A Survey of Newspapers as Sources of Market Information

Summary of a Study by the Bureau of Research of the International Advertising Association

A CONSENSUS of opinions from publishers, advertisers and advertising agents regarding the market data and merchandising services furnished by newspapers is contained in a report issued by the Bureau of Research and Education of the International Advertising Association. This report is based on a study which the Bureau is making on newspapers as a source of market information.

Two questionnaires were prepared. One, mailed to publishers, asking them to tell about their activities in gathering market facts, brought responses from sixty-seven newspapers. Another, mailed to advertisers and advertising agencies asked for opinions of the data furnished by newspapers. Replies were received from ninety-one agencies and forty national advertisers.

The findings of the report, as outlined in a preliminary presentation, seem to bring forth no important recommendations or criticisms that have not already been subjects of discussion. However, the data collected and analyzed have an index value which reflects the extent of these recommendations and criticisms, gives the reasons for changes and enlargement in marketing studies desired by advertisers and agencies, and which explains how far publishers can go in meeting these wishes.

The report comments on the many different types of market data supplied by newspapers and the fact that there is very little uniformity as between publishers in the selection of data to be published. Greater uniformity in the arrangement of data is desirable and, it is further concluded, there is an equal need for uniformity in selection of data.

In answer to the question, "What types of special surveys or other merchandising services do you give advertisers and agencies?" thirty-

six services were mentioned. Those mentioned most frequently were:

1. Surveys of brand distribution.
2. Supplying of route lists and routings for salesmen.
3. The publication of trade papers, usually at monthly intervals.
4. Merchandising advertising to the trade.
5. Surveys of brand standing.
6. Surveys of sales volume.
7. Introduction of salesmen to the trade.
8. Solicitation of window displays.
9. The mailing of broadsides to the trade.
10. Surveys of dealer attitudes.

An analysis of the replies received to this question revealed a rather general tendency to provide only such services as newspapers are in a better position than any other agency to supply. Most publications expressed an unwillingness to engage in actual sales or advertising work for the advertiser. For example, window displays will be solicited but they will not be installed.

"Under what conditions do you furnish advertisers and advertising agencies with special surveys?" A list of fourteen conditions was compiled from the answers to this question. The four leading conditions and the number of times, out of fifty-seven replies, that they were mentioned follow:

We make special surveys whenever a reasonable request is received of any reliable advertiser or agency. No advertising commitment is required. (15)

We make special surveys whenever there is a reasonable probability of the survey resulting in an advertising commitment. (12)

We make surveys whenever the size of the advertising expenditure justifies the cost of the survey. Studies are made only for advertisers under contract. (9)

We impose no conditions. (5)

The matter of expenditure for market research is increasing quite generally, according to the returns from an inquiry on this point. Fifty-six newspapers state that their expenditures are growing larger, while only two stated that

their expenses in this connection were decreasing. Six papers reported no change.

Research service might improve in its value to newspapers and to advertisers, an examination of sample services indicated, if newspapers would take as their starting point in gathering data the actual needs of advertisers. The sample surveys showed evidence of containing a great deal of information which was apparently published because of its ready availability rather than because of its usefulness to advertisers.

On the other hand the opinions of advertisers and agencies would indicate that the matter of getting desired information is up to their own initiative. Ninety-five of this group stated that they do not experience difficulty in getting general market facts from newspapers while only twenty-nine said that difficulty is encountered. In the matter of obtaining facts about specific produce in specific territories, the conclusion is drawn that newspapers do not do as satisfactory a job in this respect as they do in supplying general market data.

In answer to the question, "What in your experience are the principal faults in the information about local markets furnished by newspapers?" the following faults were mentioned. The figures indicate the number of times each fault was mentioned.

Inaccuracy	21
Inadequacy	52
Bias	62
Inconvenient arrangement	27
Insufficient evidence	54

To overcome these faults and to add to the effectiveness of research work, from the standpoint of advertisers and advertising agencies, the report concludes with a number of suggestions received from this group. With reference to methods, it is suggested that well-trained research executives be employed on market studies, that research work be separated from merchandising and that trading areas be used as a basis for classifying data.

It also recommends that, to eliminate bias, results never be pre-

determined and that, in approaching a study, a publisher assume the position of the advertiser rather than that of the publication selling space.

With regard to general policy, newspapers are advised to refuse service to those who present absurd requests, that newspapers in the same market pool their resources for the purpose of making general surveys and that special surveys should be charged for rather than including the cost thereof in space rates.

Thirty-five Years Is a Test

BERRY BROTHERS
DETROIT, MICH.

Editor of PRINTERS' INK:

Well, old timer, I see you've passed forty milestones and they haven't been milestones either.

And, I've been with you most of the time—thirty-five I believe is about right, and you have certainly been good to me.

This is to congratulate you on this wonderful achievement and to thank you for all of the good things you have printed. Let the bum stuff pass.

PRINTERS' INK, so often called the advertising man's bible, is helpful—it is downright good.

Here's hoping the next forty will be equally as good to you as the forty just passed.

C. L. FORGEY,
Director of Advertising.

Arutex Company Appoints Weston Hill

The Arutex Company, Inc., maker of Arutex mantels, wainscoting and panelling, has appointed Weston Hill, New York advertising agency, to direct its advertising account. Magazines, business papers and direct mail will be used.

Laundry Machinery Account to Hurja, Chase & Hooker

F. W. Mateer & Company, Chicago, manufacturers of laundry machinery and equipment, have appointed Hurja, Chase & Hooker, Inc., advertising agency of that city, to direct their advertising account. Business publications will be used.

Stromberg Electric Appoints Aubrey & Moore

The Stromberg Electric Company, Chicago, manufacturer of time recorders, has placed its advertising account with Aubrey & Moore, Inc., advertising agency of that city. Magazines and business papers will be used.

How Much Territory Do Trade-Mark Rights Cover?

There Are Certain Territorial Limitations with Which Advertisers Ought to Be Acquainted

VERY often, decisions handed down in trade-mark cases rule on several minor, as well as one or more major points of legal dissension. Occasionally, these minor phases are actually the more important from the point of view of those interested in trade-mark litigation. One such case is that recently decided by the Circuit Court of Appeals for the Sixth Circuit.

Involved in the case were the Western Oil Refining Company, as appellant, and Frank G. Jones, doing business under the name of the Ohio Valley Oil Company, as appellee. The former is the owner of the trade-mark "Silver-flash." The latter uses the name "Super-flash." In the lower court it was held that "Super-flash" did not infringe upon "Silver-flash." In the Circuit Court this decision was overruled. On this point the court said:

"Upon the question of infringement the test, as frequently announced by this court, is whether the alleged infringing trade-mark or label, taken as a whole, so far resembles the other mark or label as to be likely to be mistaken for it by the casual or unwary purchaser. . . . When we come to consider the use of the name as spoken, we have no difficulty in holding that there was infringement. . . ."

That was the major point upon which the Circuit Court ruled. A minor point, and one that concerns many advertisers, had to do with the territorial limitations of trade-mark rights. In this regard the court declared:

"The name 'Silver Flash' as used by appellant is, in our opinion, a registrable trade name. Appellee does not contend that it is not or that appellant has not established the right to its exclusive use in certain sections of the country, but contends that it has

not established that right in and around Wellsville and East Liverpool, where the alleged infringement occurred. The argument in support of this point is based upon the principle of territorial limitations recognized in *Hanover Milling Co. vs. Metcalf*, 240 U. S. 403, and *Rectanus Co. vs. United States Drug Co.* (6 C. C. A.), 226 Fed. 545; but see 248 U. S. 90. Those limitations, in our opinion, do not exclude territory which may be reasonably expected to be within the normal expansions of the business. Such expansions as to a trade name for gasoline, in view of modern transportation methods and the fact that many purchasers are travelers from a distance, would ordinarily embrace at least the entire State in which there had been a widespread advertisement and use of the name in the major part of the State. There had been such use by appellant of its name, and although it had not sold gasoline in either of the places where appellee was engaged in business, it is entitled, we think, under the principle stated, to the exclusive use of the name in both of those places."

The Hanover Milling Company vs. Metcalf case, referred to in the above quotation, was covered in the March 16, 1916, issue of *PRINTERS' INK*. It was a decision of the Supreme Court of the United States. The essence of it was that the proprietor of a trade-mark cannot monopolize markets that his trade has never reached and where the mark signifies not his goods but those of another. In other words, unless the owner of a mark takes care to make his ownership known throughout the entire market, he may not be able to plead priority of use against one who has adopted the same mark innocently.

The case of the United Drug Company vs. the Theodore Rec-

Present!

A call of the roll of the world's outstanding advertisers would include, with most interesting frequency, the names of clients of McJunkin Advertising Company, whose first, as well as all subsequent, advertising plans were entrusted to this agency.

McJUNKIN ADVERTISING COMPANY

DOMINANT IDEA ADVERTISING

228 NORTH LA SALLE STREET AT WACKER DRIVE

CHICAGO

TWENTY-FIVE MILLION HUMAN BEINGS IN A NEGLECTED MARKET



*T*HERE ARE SIX million native white families living in the 23,000 towns and villages scattered throughout this United States as against seven and a half million in cities.

These town folks eat food,

—statistics show that there are forty-seven million more meals per day eaten at home in towns under 10,000 than in cities.

They wear clothes, sleep in beds between sheets, have rugs on their floors and curtains at their windows, own their own homes,

—the percentage of owned homes in towns under 10,000 is 54% against 34% in cities.

They have furnaces in the cellar, pianos, victrolas and radios in the living room, modern stoves in the kitchen, ride in good automobiles,

—not only are there as many cars per capita in towns as in cities but the sale of the higher priced cars has increased most rapidly in the smaller communities.

They wear silk stockings and underwear, use cosmetics, go to dances, play bridge, live in electrically lighted homes,

—78% of the homes in towns under 10,000 have electricity. In cities 80% are wired.

They cook with aluminum and brightly colored agateware, attend club meetings, read, take an interest in their community, raise a family and support it comfortably,

—there are nearly four times the number of children in communities under 10,000 than there are in cities.

They have an income per family that averages up just as high as the city people, and when they get through paying for the necessities of life they have more money in the bank with which to buy luxuries,

—rent, heat, food, labor—all the necessities of life are cheaper in towns.

They make their convenience purchases right in their own home town—when they want something different or unusual they ride into the city and get it, .

—altogether there are more retail outlets in towns than in cities, and the average jobber realizes the importance of town trade to him.

Here then is a distinct market of living, breathing, human beings, practically equal in size and sales potentialities to the city market—people who are making money steadily, living well and happily—ready to buy your merchandise if you will tell them why they should. And—these town folks also represent the fastest growing market in the country,

—from 1920 to 1925 the population in towns under 10,000 increased 25% and in cities only 11%.



One out of four people in this market of twenty-five million is reached through The HOUSEHOLD MAGAZINE.

The HOUSEHOLD MAGAZINE

"THE MAGAZINE OF MAIN STREET"

CHICAGO: 203 North Wabash Avenue

NEW YORK: 420 Lexington Avenue

SAN FRANCISCO: 201 Sharon Building

ARTHUR CAPPER, *Publisher*

tanus Company was discussed in the February 29, 1919, issue of *PRINTERS' INK*. This was also a Supreme Court of the United States decision. Here again it was ruled that the owner of a mark cannot monopolize with that mark a territory in which he is making no attempt to operate. In commenting on this case, *PRINTERS' INK* said at the time: "Whether or not advertising of a trade-mark in a market where there is no distribution, and is not likely to be any for years, would establish priority in that market, in case of a territorial clash with a similar mark, is a point that still remains undecided. It is very likely though that advertising in such a case would be accepted as a sign that the manufacturer had entered that market, even though his product did not follow immediately."

That this interpretation was substantially correct is indicated by the ruling in the current case.

New Type of Agency Convention

THE annual convention of the American Association of Advertising Agencies which is to be held at the Mayflower Hotel, Washington, D. C., on November 14 and 15, will differ somewhat from previous conventions of that association if present plans are carried out.

It will be different in a number of ways, growing out of the two previous conventions.

In the first place, a much larger attendance is being planned for. Heretofore attendance has been more or less confined to principals and major executives of member agencies. This year special effort will be made to have junior executives and department heads present. The program will be arranged to appeal to both groups.

An opportunity will also be afforded principals and juniors of agencies that are not now members of the association to attend open meetings of the convention. John

Benson, president of the association, in making that statement said that personal invitations would be sent to non-member agents.

It is also desired to have key representatives of other branches of advertising attend the open meetings of the convention. It is hoped under this plan that they will find an opportunity to exchange views with agents on matters of mutual interest. The program of the convention will be arranged to provide for the participation of other than advertising agents in some of the discussions at open meetings.

The last two conventions of this association—namely the conventions of 1926 and 1927—have been in the nature of forerunners for this expanding type of convention that is to be held this year. At these two previous conventions outside interests were invited to participate in one session of the convention. At the 1928 convention there will probably be more than one open session.

A meeting of the executive board of the association will precede the convention. This meeting will be held at the Mayflower Hotel on November 13.

Never Misses an Issue

DAN A. CARROLL

PUBLISHERS' REPRESENTATIVE
NEW YORK

Editor of *PRINTERS' INK*:

Forty years old and still going strong!

I want to add my congratulations to that of hundreds of others on the occasion of the fortieth anniversary of the founding of *PRINTERS' INK*.

PRINTERS' INK was a good advertising journal before the property came into your hands, and you have made it a better one, keeping pace with the growth and importance of the advertising business. I might say that I grew up as an advertising man, my interest and ambition stimulated for many years through reading *PRINTERS' INK*—I never miss an issue now.

More power to you!

DAN A. CARROLL.

W. A. Kraft to Direct O-Cedar Sales and Advertising

Walter A. Kraft, for ten years president and general sales manager of the Buck & Rayner chain of drug stores in Chicago, has been appointed director of sales and advertising of the O-Cedar Corporation, Chicago.

1928

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Too Hot to Think?

Does your brain absolutely refuse to function on that direct-mail drive you have planned for the coming Fall and Winter months? Has old man humidity sapped your vitality down to the vanishing point?

If you're battling against head-winds and brain fog just S. O. S. to I. G. C.

In other words, call in a representative of the Isaac Goldmann Company Direct-Mail Department to rescue you from the doldrums. Let him show you some specimens of our Summer planning.

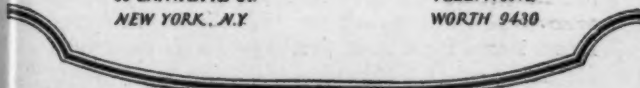
Then throw your think burdens on us.

Isaac Goldmann Company
ESTABLISHED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST.
NEW YORK, N.Y.

TELEPHONE
WORTH 9430



Household

WILL once a month or occasional advertising appeals materially change the habits of the average woman in her use of the staple products to which she has been long committed?

As an example, Mrs. John Smith has never bought any baking powder except Royal. She has been familiar with it since she was a tot. Before she was married she used it just as her own unmarried daughter does at present, or rather when she gets the urge.

Mrs. Smith has always been sold on Campbell's Tomato Soup and she usually has a can or two of Heinz Baked Beans on her pantry shelf.

And on that shelf you will find other food products which are long time favorites of the Smith family. Among them are Uneda Biscuits, Social Teas, Lorna Doones, Jello, Baker's Chocolate and Cocoa, Post Toasties, Heinz Ketchup, Borden's Evaporated Milk, Beech-Nut Peanut Butter, and of course Del Monte Peaches.

These products are regarded as "household chestnuts" by the Smith family, so why should Mrs. Smith read any advertisement in any medium about any of them? She does not feel that it is necessary because she thinks she knows all about them.

When Mrs. Smith rides on the Street Car, her attitude toward these old time products is just the same, but she cannot turn the "car card page" from sight or pass it by. During the twenty minutes of her ride, it dawns upon Mrs. Smith maybe today, or tomorrow or the next day, that she hasn't served Heinz Beans for a week (*her husband is very fond*

Old chestnuts—

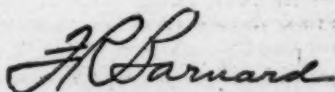
of them) or that she must order some Campbell's Tomato Soup (*she has used the last can*) or that the Graham Crackers are all gone (*an after school treat for her boy*) etc., etc., etc.

These local reminders are easily created by the Street Car cards because of the very close and daily contact with them by many millions of people when they are relaxed, with their minds free and receptive.

More FREE time is probably spent with Street Car advertising than the amount of FREE time devoted to all of the advertising in all of the other advertising mediums combined.

Posters, like car cards, are also free from editorial competition, but they are passed within a few seconds. Magazine and newspaper advertisements, besides competing continuously with the editorial matter, are turned from sight in a minute or less. Obviously, advertising for the old line staples—the "household chestnuts"—has no importance at a time when the consumer is attracted by more important advertising, or items of news value, or articles of great interest.

Household chestnuts are not forgotten on the pantry shelves if they are advertised in the Street Cars. The DAILY REMINDER makes that impossible.



National Advertising Manager.

STREET RAILWAYS ADVERTISING CO.



Others
are called "Nearly as Good"
but this White Wove envelope
sets the STANDARD

IN every kind of merchandise there's one brand that sets the standard—the one that the other kinds are called "nearly as good as."

In white wove envelopes, that standard is the Columbian U.S.E. White Wove. Yes, it costs a trifle more. It has to, because we make it better; and we watermark every envelope so you will know what you're buying.

And because you know the Columbian U.S.E. White Wove by name, we've got to keep on maintaining the highest quality standard. We haven't a chance to

cheapen this fine envelope without your knowing it.

The surface of the Columbian U.S.E. White Wove takes type-writing and printing perfectly. The stock is opaque. The most curious pair of eyes can't read what's inside it.

When you next buy envelopes, specify Columbian U.S.E. White Wove to your stationer or printer.

Look for the label on the box. Read the guarantee. And envelope buying will be easy ever after.

All Commercial and Official sizes from 5 to 14 and Monarch—also 6½ and 10 Outlook.

UNITED STATES
ENVELOPE COMPANY
The World's Largest Manufacturers of Envelopes
SPRINGFIELD, MASS.
With 13 manufacturing divisions covering the country

This box in striking three-color design makes this envelope easy to call by name, easy to buy, easy to remember.

The envelope is opaque, excellent to write, type or print on. The gumming qualities are perfect.



COLUMBIAN *White Wove* ENVELOPES

1921

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How Parke, Davis Advertises without Losing Its Ethical Standing

Faced with a Delicate Advertising Problem, Parke, Davis & Company Planned a Campaign That Would Help Physicians in Their Battle for the Good of Public Health

By C. B. Larrabee

WHEN a company which has been in business since 1866 decides for the first time to advertise to consumers, the natural query is, "why have they never done it before?" When, however, the company happens to be Parke, Davis & Company, the question is not quite so natural—particularly if you understand about the history and the traditions of the company.

Here is a company which has built its business on the integrity of its products and the confidence which physicians not only in the United States but in all parts of the world have in those products. It is too late in the day to go into detail with the readers of **PRINTERS' INK** concerning the attitude of traditions toward the advertising of medicinal products. The average physician may be a great believer in advertising so long as the advertising applies to shoes, automobiles, building material and in fact almost anything which does not have to do with the medical profession. However, he feels and feels rightly that any advertising which tends to encourage people to indulge in self-medication is vicious and dangerous to public welfare. One of the great factors in the decline of the old-fashioned patent medicine advertiser was the American Medical Association. Almost every doctor is familiar with sad cases of persons who have tried to cure

themselves without the aid of proper medical advice.

The result of this condition has been that houses such as Parke, Davis & Company have been faced with a difficult problem when con-



If a rusty nail
waits for Jimmy

When little Jimmy takes snapshots of the bird house on the family-courtyard porch, the bird house is not the only thing that is not a part of the family.

Parke, Davis & Company has the honor and the duty to advise the family doctor.

Now and then medicine is waiting for the family doctor. The family doctor is waiting for the family doctor. The family doctor is waiting for the family doctor.

The great danger to the family doctor is the family doctor. The family doctor is waiting for the family doctor. The family doctor is waiting for the family doctor.

When the World War caught at Jimmy's feet

The greatest danger to the family doctor is the family doctor. The family doctor is waiting for the family doctor. The family doctor is waiting for the family doctor.

Parke, Davis & Company has the honor and the duty to advise the family doctor.

Parke, Davis & Co.

The world's largest makers of pharmaceutical and biological products

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ONE OF THE PARKE, DAVIS MAGAZINE ADVERTISEMENTS IN WHICH VARIOUS FEATURES OF MODERN MEDICAL PRACTICE ARE EXPLAINED—THE DANGERS OF SELF-MEDICATION ARE STRESSED IN THE SERIES

considering the question of advertising. Parke, Davis has always felt that unless some way could be found whereby the company could advertise ethically, that is without making extravagant claims or encouraging self-medication, advertising would be dangerous rather than helpful. This attitude has not been founded on fear, but upon a deep realization upon the part of the company of what it

owes to the physicians and to public health in general.

A few years ago it would have been out of the question for such a company to advertise. Today, however, there has grown up a new understanding of advertising and a new appreciation of advertising upon the part of physicians. Today advertising for this company is possible, but it still presents a delicate problem. Therefore in the story of what Parke, Davis & Company are doing and how they are advertising will be found a great many lessons for the manufacturer in a similar position who does not wish to lose his ethical standing. In fact the story of what this company is doing in its advertising is one of the most unusual examples of how a company can maintain its ethical position, can advertise, and instead of working injury to the public perform a real and helpful service to consumers.

The company's products are divided roughly into three classes. First we have the pharmaceutical products, that is, the things which the layman ordinarily thinks of as drugs. Second, are the biological products, which the layman lumps under the head of serums and allied products. Third, we have a group of products which are the outgrowth of the last few years and may be called household products, that is, such things as shaving cream, tooth-paste and so forth. These latter products were developed largely because the company felt that it could better serve its retailer customers by filling out the line to the point where they would have a representative group of Parke-Davis products for general use.

When the company began to consider its advertising problems it immediately threw out any possible thought of trying to push by name any of the pharmaceutical or biological products which by their nature should be prescribed by physicians. Advertising such products, the company felt, would be obviously not ethical and would encourage self-medication, a vicious practice. It was perfectly

obvious, of course, that there would be nothing at all unethical in advertising the regular line of household products.

The advertising problem, however, was not quite so simple as that. If the advertisable products were to have been marketed under another name than that of Parke-Davis there would have been no problem. But as soon as the company were to advertise these under its own name it immediately would find itself in a delicate position. Unless the advertising were very carefully planned and very carefully considered the many friends the company numbers among the physicians of the United States and other countries would be alienated.

There was in addition a further and greater consideration. As the company studied its problem it began to see that the question was not merely one of trying to avoid offence to its friends in the medical profession. It was rather one of what the company could do to help physicians in their battle for the good of public health. Once the company saw this angle of its problem the advertising road became fairly clear. Before considering the present consumer campaign it will be well to summarize briefly the company's advertising activities up to this time.

The company has for a number of years been advertising to consumers through window displays. Always in its window displays, however, it has pushed only those products which are bought without a physician's prescription. PRINTERS' INK has several times described the company's window display advertising which has been on the whole remarkably effective. In addition the company has advertised to physicians through medical journals. Its advertising has been both institutional in character and of the announcement type. Three series of institutional advertisements several years ago acquainted the medical profession and the drug trade with the history, achievements and ideals of the company. The announcement type of advertising

told of new discoveries made by the company and of the availability of certain products which the physician could use or prescribe. In addition to this advertising the company has also used trade papers reaching druggists.

We now come to the current series of consumer advertisements. These are built about the idea of "Fortresses of Health." The first advertisement was in the nature of an introduction. It carried a picture of a number of soldiers lined up for anti-typhoid inoculation in a training camp during the World War. The copy went on to explain that in the Spanish-American war typhoid fever caused more deaths than bullets. It then showed that among our 4,000,000 soldiers in the world war the number of typhoid cases was negligible. The copy then continued:

In the brief period of twenty years between these two wars, medical science has built an impregnable fortress against this devastating disease.

This fortress protects you and your children today.

And it is only one unit in the great system of defense against the dark powers of disease which the science of medicine is constantly building.

The company then goes on to point out that when disease threatens the home the physician calls upon the maker of medicines as a general calls upon his commander of artillery. The copy then points out that for more than sixty years the company has been making medicine and that the name of Parke, Davis & Company has become a synonym for scientific research and quality. The advertisement closes with the following:

We believe you will be interested in hearing about some of the discoveries and achievements in the field of medicine which make your physician better able today than ever before to guard the health of yourself and your family.

So, by your leave, we purpose to describe for you, in future issues of this magazine, the building of some of the protective fortresses with which medical science has surrounded you.

On either side of the advertisement as borders are the outlines of fortresses and these are carried through the entire series. In one corner of each advertisement

is the following message in a little box:

Parke, Davis & Company make a number of special products for your daily home use—with the same exacting care which marks the manufacture of Parke-Davis medicines. If you will ask your druggist about them, he will tell you that each needs no further recommendation than the simple statement: It is a Parke-Davis product.

The first advertisement carried a small announcement that this was one of a series of messages to be issued by the company telling how the workers in medical science, the physician, and the maker of medicine are surrounding consumers with stronger health defences year by year.

With the second advertisement the company swings into its stride. This advertisement is worth quoting in full because it summarizes the spirit of the company. At the top is the picture of a doctor making an examination of a schoolboy, while the mother and the doctor's assistant stand by. The copy reads:

This Business of Guarding Health.

Few forces have done more to advance the world's civilization than medical science. The practicing physician, the medical college, and the institution of research have contributed immeasurably to the welfare and happiness of humanity.

The physician's responsibility is heavy. In America, for example, he has under his care the health of 118,000,000 people—40,000,000 of them, growing boys and girls.

Your physician needs your co-operation.

Fortunately for these future citizens—fortunately for your children—the physician is equipped for this responsibility as never before.

By virtue of the advances of medical science, and the quality of the medicinal preparations at his command, he is now able, with your co-operation, to check and often prevent many dangerous illnesses which were once an inevitable risk of childhood and adolescence.

Grown-ups, too, are protected by the fortress of preventive medicine. But children reap the greatest benefits, for children are more sensitive to infectious disease than adults.

And more and more parents are learning to value the "ahead-of-time" protection now everywhere available.

Intelligent mothers welcome regular health examinations of their children at home and at school, followed by such simple preventive treatment as their physicians consider advisable.

The increased responsibility of the maker of medicines.

With the steady advance of medical science has come a corresponding increase in the responsibility of the maker of medicines.

The growth of Parke, Davis & Company from a small beginning in the compounding room of a chemist's shop sixty-two years ago, to our present position as a world-known institution, is the result of our response to this greater obligation.

And we could never have grown so solidly if we had not served the medical profession well—if our guiding thought had not always been to provide physicians with the purest drugs, with the most dependable medicines, that scientific skill and care could devise.

Later advertisements in the series go ahead to explain various features of modern medical practice. For instance, one advertisement deals with antibodies, another with the prevention of tetanus, another with the standardization of pharmaceutical products. Each is intended to be instructive in that it will give the average layman a much deeper insight into the whys and wherefores of drugs, serums, and so forth. In this phase of its advertising alone the company should perform a great service.

In addition the company hopes to arouse in the public's mind a proper appreciation of the physician's part in modern life. In doing this the company not only will be of service to its many medical friends, but also will be doing a service to the public by making it understand how much the physician can help it.

Finally, of course, the company wants to create in the public's mind a confidence in the name of Parke, Davis & Company so that the consumer not only will be pleased to get a Parke-Davis product but will call for it in preference to others.

In some of the later advertisements the company will refer to a booklet called "Fortresses of Health." This booklet is sent free to people who write for it. It is a brief discussion for the layman of the various types of preventive medicines. It tells the layman all he needs to know to appreciate the necessity and the value of such types of medicines, and gives him an insight into how serums and anti-toxins work.

It is obvious that such advertising cannot in any way arouse the antagonism of any but the most prejudiced physician. The company realized, however, that were it to start advertising without giving physicians a proper understanding of what was to be done there would be an inevitable reaction which would be unfavorable. Therefore, on June 15 of this year the company sent to every one of the 150,000 physicians in the United States, a letter headed, "An announcement to the American medical profession." This announcement which was accompanied by copies of the first two advertisements read in part as follows:

In a few weeks we expect to inaugurate a policy of general advertising in a number of popular magazines. This decision is one that could not have been reached by us without the careful deliberation of our officers, the advice of our medical staff, and the wholehearted approval of hundreds of our medical friends.

The object of this letter, addressed to every American physician, is to give the entire medical profession of the country advance information as to the exact significance of this new step of ours.

Hence the enclosures, facsimile reproductions of the first two advertisements that have been planned. They will give you at a glance a fair idea of what we propose to do. Much of the "copy" is to be "institutional" in nature, and will emphasize the importance of getting medical advice from a physician, will preach the doctrine of periodic health examinations, and tell the story of medical science and the contributions the profession has made toward the prevention of disease. The dangers of self-medication will be specifically pointed out. Whatever products of ours may be mentioned in this series of advertisements will be entirely of a "household" nature—tooth paste, shaving cream, mouth wash, and so forth—and will not in any sense encroach on the physician's prerogative.

This announcement met with an unusual response from physicians. Some of the leading physicians in the United States wrote the company and told how much they appreciated the company's attitude and how valuable they thought the advertising would be. To date the company has had only one or two unfavorable reactions from physicians. Every letter to the company received a personal response.

This method of announcing the

The Burroughs Clearing House

65,125 COPIES

AUGUST, 1928

IN THIS ISSUE:

The Immensity of Our Banking

By HERBERT D. WELLS

How Do You Interview?

By JAMES H. COLLIER

In Touch With 4,500 Workers

By J. E. HARRIS

Cipher, or Signature?

By WILBERT WOOD

The Story of Coffee

By A. L. SMITH

A Magazine for Executives—Founded in 1916

The August issue of The Burroughs Clearing House was mailed to 65,125 bankers throughout the United States and Canada. This is the largest and most complete circulation offered by any bank publication, and at a rate per thousand readers that is the lowest in the bank field.

THE modern banker is a man of many business interests. He runs his bank; is on the board of directors of various concerns; he may be engaged in manufacturing, retailing, perhaps farming, or a dozen and one other activities that demand his judgment.

Write today for sample copy and rate card

The Burroughs Clearing House

Second Blvd. and Burroughs Ave., Detroit

A New Screen Announcement

FINER half-tones can now be used in The Farm Journal advertisements—beginning with the October issue.

The bright, white, fine-surfaced book paper which will be used throughout The Farm Journal will easily take 120-screen half-tones—giving greater fidelity to the illustrations—greater attractiveness and—greater selling force.

This Appearance Profitable

No question that better-looking illustrations will appeal strongly to modern farm folks and help sell them.

In dozens of ways they register their appreciation of nicer—more attractive—less crude—less garish things. It is apparent in farm homes, clothing, correspondence—it is reported by observers and by merchants. Only the vogue will satisfy the farmers.

This development is part of the modern tempo. Wider social relations and experiences came with automobiles—graded and high-school education became general—movies and radio furnish a new cosmopolitan education—and the great mass of farm people have developed tastes common to the folks in towns and cities.

Automobiles,
movies
and radio
furnish a
new cos-
mopolitan
education
to farm
people



Exceptional Press Work

The value to the advertiser of better paper stock is much enhanced by the excellence of the printing. Plates "made ready" by the McKee heat process and the finest of rotary perfecting presses give clean, sharp printing; bright high-lights, glossy blacks and fine shading in the illustrations.

Advertisers can now have the benefit of the finest of art work in reaching millions of country buyers.

1,400,000 Responsive Circulation

The NATIONAL Farm Journal

PHILADELPHIA NEW YORK CHICAGO ATLANTA SEATTLE SAN FRANCISCO LOS ANGELES



"Did you notice how this little book is individualized? Right on the cover is a picture of a branch of the First National Bank in Detroit. Then on the second page inside is a picture of the manager of that branch. Each branch has its own book; yet, by handling the books for all the branches at one time, each branch book is rather inexpensive.

"Now I am wondering why we couldn't work out something like that for our larger dealers. In fact, I am writing Evans-Winter-Hebb, producers of the book, this morning."



EVANS-WINTER-HEBB Inc. Detroit

820 Hancock Avenue West

New York Office: 1950 Graybar Building

The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis • Plan • Copy • Design • Art • Engraving
Letterpress and Offset Printing • Binding • Mailing

advertising to the physician is probably one of the wisest moves taken by the company. It at once tore down all resistance that would have arisen had the company gone ahead and advertised without taking the physician into its confidence. In addition it cemented the relations between Parke, Davis and its medical friends because each doctor appreciated the company's thoughtfulness in explaining to him its advertising plans. In addition no physician who received this announcement could have any doubt of the zeal with which the company guards its ethical standing.

The company has more than 300 salesmen, most of whom are graduates in pharmacy or medicine. Naturally, these men might have been inclined to be antagonistic toward the advertising, so one of the first steps made by the company was to announce to the salesmen, far in advance of the appearance of the first advertisement, that the advertising was to be run. To them the company explained the purpose of the advertising very carefully and later at sales meetings went over the whole idea again. In addition the company has kept its salesmen informed by frequent bulletins of the progress of the advertising and has furnished them with proofs of the advertisements as they appear. For instance, shortly after the letter was sent out to physicians the company sent its salesmen extracts from some of the more enthusiastic letters. As an example of its jealousy of its integrity, in one of the bulletins in which two prominent physicians were quoted, the company specifically warned its salesmen against mentioning these physicians by name in any sales talks, saying that the letters were written in confidence and this confidence should not be violated.

Next we come to the druggist.

A special leaflet was printed for druggists to be distributed in a "take one box" furnished free. This was called "About This Store (Never Printed Before)" and had a place for the druggist's im-

print. The text started off by asking the consumer if it had ever occurred to him how necessary the druggist is to good health, why a pharmacist must undergo a long training period before he can operate a drug store, and that scientific knowledge and compounding skill are essential if medicines prescribed are to accomplish the desired results. It then continued that this was being called to the consumer's attention because of a series of advertisements being run by Parke, Davis & Company. Then followed a quotation from an advertisement pointing out the service performed by the physician and the druggist. On the large page was a reminder list on which were listed eleven Parke-Davis products and in addition a paragraph asking the consumer if he needed a toothbrush, razor blades, a hair brush, etc. In addition the company furnished a counter display card, very simple and, therefore, very effective in nature, which could be used for display with a number of Parke-Davis household products. The company is also following its usual window display program. One of the points that should be emphasized in this connection is that the products for both counter and window display are in every case either household products or standard medicinal preparations which are bought without the physician's prescription.

As yet the company has not mentioned any of its household products by name. The small box in the advertisement is the only reference to such merchandise. Later the company plans to introduce these products by name, but the main trend of the advertising for some time, at least, will be the great service performed by the physician today.

Martin & Martin Appoint Rankin

Martin & Martin, manufacturers and retailers of Thomas E. Court shoes, New York and Chicago, have placed their advertising account with the New York office of the Wm. H. Rankin Company.

Fourteen Ways to Impress Selling Points on Dealers

There Are Many Simple Ways in Which a Manufacturer May Present His Product's Principal Features to Dealers for Them to Pass on to Consumers

By Charles G. Muller

"THE man who makes a laxative, a liniment, an alarm clock, a face powder, a cigar, a hair tonic, a hot water bottle or a tooth-paste, makes it in a particular way and of a particular character for definite reasons. His knowledge of the product is intimate, complete and technical, and for various reasons he cannot pass all of it on to the retailer.

"But he can and should give the retailer as much information as will be useful in persuading the consumer—especially a reluctant consumer—to buy and use the article offered. Too often this information is not furnished or is not properly and sufficiently furnished."

In these words, D. C. Keller, president of the Dow Drug Company and the Associated Chain Drug Stores, some time ago summed up a problem of retail selling which, from a long experience, seemed to him to be well worth the attention of manufacturers in general. A concrete case will illustrate.

"I once came upon one of our clerks trying to sell a hot-and-cold bottle," he says. "The customer was critical, and wanted to examine every part. The clerk, anxious to please, took the bottle to pieces, but on the glass container found several spots that looked as if the vacuum's inside silvering was faulty. 'Must be defective,' said the clerk, and brought out another. The same spots were on four successive bottles, and each time both clerk and customer thought the spots meant flaws, whereas they marked reinforcements which actually strengthened the bottle and which should have been effective selling points.

"I spoke to the manufacturer of these bottles. He suggested I send my people through his factory. I did. The clerks got an intimate insight into the construction of this product. And sales in our stores increased at once.

"This case, out of many that crop up from year to year, raises in my mind this question: Why do so many manufacturers keep their product's selling points a secret from the dealer?"

The obvious answer seems to be that because of the many other problems involved in manufacturing a product, getting it into the dealer's hands and arousing consumer interest in it, the manufacturer often has neither the time nor the facilities to work out elaborate methods of presenting his product's selling points to the retailer. In many other cases, the manufacturer does not realize that the selling points which are so apparent to him are not so evident to his dealer. And in still other instances, the manufacturer overlooks many of the simple ways in which he can tell his retail outlets about his product.

With the view, then, of attacking from a constructive angle the problem raised by Mr. Keller, this article aims to assemble briefly some of the means by which the manufacturer may avoid the secrecy which Mr. Keller finds so prevalent. The following are fourteen ways to present the product's selling points as a clear, open and easily read story to the dealer and his clerks:

1. *Trade Magazine Advertisements.* This method of telling dealers about selling points is becoming increasingly popular, as even a cursory examination of current business-paper advertising

Believing the agricultural interests of our states may be better served by a consolidation of our six farm magazines, we announce the organization of

Capper-Harman-Slocum, Inc.

Publishers

combining the businesses formerly operated by

The Lawrence Publishing Company

*The Ohio Farmer, The Pennsylvania Farmer,
The Michigan Farmer*

The Stockman Publishing Company

*The Ohio Stockman-Farmer, The Pennsylvania
Stockman-Farmer*

The Rural Publishing Company

The Michigan Business Farmer

The consolidated papers to be published beginning September twenty-second as

The Ohio Farmer

The Pennsylvania Farmer

The Michigan Farmer

They will give this great section of rural America three greater farm weeklies, which will be outstanding in circulation, editorial content and quality.

CAPPER-HARMAN-SLOCUM, Inc.

Arthur Capper

W. A. Harman

John Slocum

will show, and one reason is because the repetition in these mediums of the selling points which the manufacturer is at the same time stressing in his consumer advertising serves to make a double impression on the retailer.

The Louisville Bedding Company devotes more than half of a recent page advertisement to talking about selling points:

Here are two bed coverings in one. Women like Olde Kentucky Quilts because they are decorative by day as well as useful by night. They do away with the bother of changing the covering at bed time. Their charmingly colored Colonial patterns delightfully express the present fashion in interior decoration and bring a feeling of distinction into the bedroom furnishings. At the same time Olde Kentucky Quilts are soft and warm.

Too, women find great satisfaction in the use of a quilted bed covering. There is no wrinkling or puckering. It lies smooth and flat by day, and at night affords luxurious warmth.

Olde Kentucky Quilts, faithfully copied from rare old hand-made models and popularly priced, preserve all the unique beauty of our grandmothers' treasures. And they are far more comfortable. The old quilts were frequently stiff and heavy, but the filling of Olde Kentucky Quilts is carefully selected to insure a light covering that conforms comfortably to the lines of the body.

The Budd Wheel Company advertises to its trade:

We're Passing This Idea Along . . . perhaps you can use it . . .

A fleet owner in Detroit was using 32x6 front and 34x7 rear tires. He wasn't satisfied with the tire mileage he was getting.

Each of his trucks had to have two spares, one front and one rear. The initial cost of the six tires per truck was around \$430.

He was shown that by equipping with Budd Duals he could use 30x5 tires all around, and only one spare would be needed—7 tires per truck, but the cost was only about \$235.

Here was an initial saving of \$195 per truck on tire equipment—and yet these smaller tires increased the load capacity of his trucks 1,000 pounds each.

With these tires on Budd Duals he could get from 15,000 to 20,000 miles out of a set—far more mileage than he could get before.

P. S.—Perhaps you think it isn't to your interest to show a man how to save \$195 on truck tires—but just let some competitor get there first with the news!

At the bottom of this advertisement are three other selling points, illustrated by a duck, a Hawaiian

dancer and a rolling ship: The points are, "Can't wobble," "Can't shimmy," "And they stop side-sway." Thus the entire advertisement is a presentation, in varied form interesting to the dealer, of Budd Duals selling points.

2. *Dealer Manuals.* This method needs no great explanation, for all dealer manuals primarily have the single purpose of telling as much as possible about the product and how to merchandise it.

The Boston Varnish Company put out a "How to Profit with Kyanize" manual which brought 2,500 requests immediately following an announcement letter to 10,000 established agents. The basis of the book was making the dealer a better seller, and while it ranged all the way through advertising campaigns and window displays, its first chapter described six Kyanize products in complete detail and familiarized the dealer with all angles of their use.

The West Bend Aluminum Company has a retail manual of fourteen pages which tells the ABC's of the West Bend product with talking points in full detail. "We found by experience that we made a mistake," says sales manager A. G. Langenbach, "when we assumed that a dealer and his employees knew those features of the goods that ought to be self-evident."

3. *House Magazines.* Many of the largest and most successful companies in the United States send to their dealers a monthly magazine whose contents run all the way from selling points and news to personals and jokes. In such publications selling points and pointers are presented in a variety of ways: As brief items, as interviews with successful salesmen, as talks from an executive, and so on.

In "The Colgate Clock" a special representative of the Brooklyn territory tells how he personally gets over the selling points of Colgate soaps. "Exide News," of the Electric Storage Battery Company, pictures the store of a Texas dealer and in four short

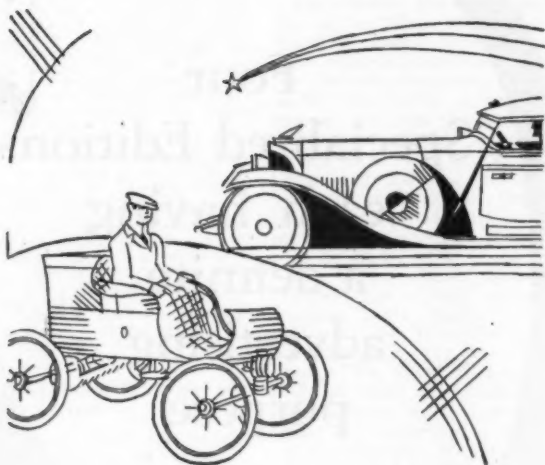
CHAIN STORE AGE

93 Worth St., New York City

Four
Specialized Editions
each having
a definite
advertising
purpose



How Far Should Business Play With Style?



Style and Business

by HENRY ECKHARDT

Can business buck a style?—or make one? Is style all the buyer wants? This style movement has not burst on us overnight. Today style has grown from an impersonal "it" of years ago into the grand lady of business, whose character can be sketched with fair accuracy. If your business needs a tonic, read "Style and Business".

After All, This is a World for Well People

by WALLACE MEYER

New models and spare parts can be had for any machine but the human one. Corporations are learning that it costs less to keep an important executive alert and healthy than to replace him when worn out. Here is another sparkling contribution from the author of "What Indeed Is an Old Man?"

Air Pioneering

The Government's Contribution to the Future of Commercial Aviation. What the United States Government has done and is doing to foster this acceptance of air transit, and to develop our new tool of commerce, is told by Herbert Hoover for the Department of Commerce, Harry S. New for the Post Office Department, Major-General Mason M. Patrick for the Army, and Commander E. E. Wilson for the Navy.

These, too, Will Repay Careful Reading

"Research or Liquidation?" by Charles Belknap, discusses the best weapon of businesses which are feeling increasing competition. "The Story of Krupp's", by Henry Albert Phillips, is a grim drama of *Steel*, with a startling peace time denouement. "What Will the Mississippi Bills Do for the South?", answers questions which concern all of Business. "When Is a Business Worthwhile?", by Henry Ford, is a penetrating discussion which challenges some of the deepest-rooted traditions of business.

If your newsstand's supply of THE MAGAZINE OF BUSINESS for August is exhausted, why not write for a copy?

THE MAGAZINE OF BUSINESS

NEW YORK

CHICAGO

LONDON



The Furniture Buying Power of **781,407 HOMES!**

NO one realizes better than the furniture dealers what a vast sum the readers of the Sunday New York American spend annually for furniture . . . These dealers—for five consecutive years—have placed more furniture advertising in the Sunday New York American—than in any other Sunday New York newspaper.

The sales experience of its furniture advertisers is conclusive proof that the Sunday New York American—with *781,407 circulation in the Metropolitan 50-mile area alone—is the greatest furniture sales producing medium among Sunday New York newspapers.

**The total circulation of the Sunday New York American is 1,127,476—the largest in its history.*

Sunday New York American

"The Backbone of New York Advertising"

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO
1834 Broadway	35 E. Wacker Drive	General Motors Bldg.	625 Hearst Bldg.

paragraphs tells how this man did business which necessitated an addition to his shop. "On the Top," a magazine of the Electric Refrigeration Department of the General Electric Company, devotes an entire front page to cover in detail all the reasons why a G. E. refrigerator will serve the prospective customer best.

4. National Advertisements. While national advertisements are directed first at the consumer, they have a strong secondary appeal to the dealer who looks them over at his leisure at home, for at the same time that the product's features are listed for the consumer they serve to register in the dealer's minds as main selling points.

Here's a national advertisement for Flit that to all appearances might be a dealer broadside filled with selling points:

**These 2 New Ways to Relief from
Flies and Mosquitoes**

Flit, the wonderful new liquid for killing insects, will not only free the tent or cabin completely from mosquitoes, black flies, etc. It will also *repel* the insects in the open air, drive them away from your body, clear them from your boat, chase them away at meal time, or when you want to sit out in the open.

That is just the start. For this advertisement goes on to tell how Flit works indoors and out, and two illustrations describe novel uses. A dealer need know only part of what this advertisement contains and he's set for a good sales talk.

5. Dealer Helps. There is no end to the material which may go to the dealer to tell him about a product. From counter leaflets and envelop inserts to broadsides and copy for local newspaper advertising, these helps can be made effectively to carry selling points. In every piece there can be a reason why the product is distinctive or an illustration of what it will do. This form probably more than any other is used to pass on selling points and needs no elaboration.

6. Special Letters to Dealers and Clerks. The success of many outstanding companies in sending

to dealers either monthly letters or letters at irregular intervals for the purpose of passing on information about their products makes this method of real interest. The Wm. S. Merrell Company, as a graphic case, is training salespeople in several thousand retail drug stores in up-to-date salesmanship. All instruction is by mail, and the plan is bringing results.

The Old Bleach Linen Company began four years ago to reach the dealer and his sales force with monthly educational material which enabled the company to go ahead in the face of generally poor conditions. This company secured permission from store executives to send a lecture and letter to home addresses each month. First mailing was a manual for anyone selling linen. Then followed lectures devoted to topics that ranged from condensed selling points to suggestions for increasing sales. The letters accompanying these lectures were brief, taking up something less than a single sheet printed on both sides, and each held a merchandising thought or novelty suggestion to give the clerk selling help.

The Hills Brothers Company varies this procedure somewhat with a processed bulletin which goes chiefly to store owners and managers on an irregular mailing. It aims to cover timely specialty goods selling problems observed from a field tour of grocery stores. Because these bulletins so adequately cover points that make for increased specialty sales and profits, they have found unusual favor among chain organizations, where they are placed in the hands of store supervisors and store managers.

7. Demonstrators. The sending out of men or women with the purpose of promoting a product to the consumer and indirectly of educating the dealer and his clerks during the course of the promotion is not new. But the work of concerns such as Devoe & Reynolds among hardware and paint stores and the Paintex

Products Corporation among artist materials sections of department stores leaves no doubt that a good demonstrator can go far in leaving with the dealer the selling points of a product.

Probably one of the most interesting of recent examples is the use of demonstrators by the Irish and Scottish Linen Damask Guild to help revive an entire industry. Along with national advertising and other promotion, the Guild last year engaged several women of very high caliber to go around the country on a carefully arranged itinerary and to lecture in department stores on topics allied to the use of linen damask napkins and tablecloths. By keeping this promotion on a high level—by limiting talks to one or two a day at definitely advertised hours, insisting on full store co-operation from related departments, by co-ordinating dealer helps to the lecture, etc.—these demonstrators successfully reached merchants and clerks as well as consumers over a wide territory. The women also held early morning talks for store sales forces and showed them how to sell more of the linen damask products.

8. Visits of Salesmen. Many manufacturers find that personal instruction of dealer and clerk is most satisfactory, and in a number of instances missionary men, regular men and special men are sent in person to deliver the product's story.

David Adler & Sons Company has its men in the field counsel the store buyer as to the best means of selling the clothing they have sold him, and they also (with permission) try to give the store salesmen an appreciation of the clothing's selling points.

The Minneapolis Knitting Works carry the personal contact through salesmen to an advanced stage of education, sending out into the field a woman—a university graduate—whose personality, education and training are such that she can tell dealers all the whys and wherefores of Minneapolis garments. She works with dealers, buyers and clerks.

9. Educational Courses. Here again there is a wide choice. Kops Brothers hold what they call the "Nemo Hygienic Fashion Institute" each year. During an entire week the company at its main office gives an intensive course in corset buying, selling and stock control. Every corset buyer, fitter and salesperson is eligible.

The Gorham Company holds a "conference for retail jewelers." The jeweler pays his fare to and from Providence, where he is lodged, dined and entertained by the company while at the conference.

A variation of the educational course is a trip through the factory. This has proved very satisfactory, and S. Karpen & Brothers have found results to be especially profitable in the metropolitan area. According to A. F. Ostrove, such stores as R. H. Macy & Company and Bloomingdale's send their furniture salespeople to the company's Long Island plant where, in groups, they see furniture built up from the "knock-down" stage. All selling points are stressed as the processes are viewed. In the case of some accounts, the company has paid half expenses to out-of-town dealers and their men who wished to learn about the making of Karpen furniture.

10. The Shipping Case. This is a place often overlooked. According to an experienced advertiser, one plain but effective means of telling a dealer why your product is distinctive is through a large, poster-like insert placed in the top of each shipping case to announce in big type and big numbers the outstanding features of the items in the case.

11. The Carton. Instead of merely placing on it a label or leaving the package blank, you can use the carton to tell the dealer about the product. The Double Action Electric Company does this very well by having each toaster container carry an illustration of the toaster with the main selling point beneath—"toasts two slices of bread on both sides at once." No dealer

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IS THE ADVERTISER ENTITLED TO A MARGIN OF SAFETY?

The three-motor planes seem to get there. If one, or even two motors fail there is still a comfortable margin of safety.

This idea can be applied to magazine advertising.

The Architectural Forum is equipped with three motors—three basic editorial appeals, Design, Engineering, Business—to make sure it carries the advertiser to the reader. If one, or even two appeals fail, the third one is there to do the job.

The three-motor plane is making aviation more of an exact science.

The Architectural Forum is making advertising more of an exact science.

*Member Audit Bureau of Circulations
Member Associated Business Papers, Inc.
Member National Shelter Group*

can overlook the main feature of this product.

12. *Merchandise Tags.* When the product does not come packaged, a tag tied to the article will serve to tell both consumer and dealer why the product is outstanding. The Witt Cornice Company places on its cans and pails a tag which reads: "Why WITT cans and pails are better. (1) Built heavier for long life, (2) Rust resisting," etc., until nine separate features are listed.

B. F. Avery and Sons on their Southern Queen Cultivator, "designed especially for Southern farmers," attach a tag bearing seven features.

On Paramount aluminumware is a tag that tells the dealer and customer that "well-informed people buy Paramount aluminum cooking utensils because—" Seven well-chosen reasons follow.

And on rakes of The American Fork & Hoe Company you will find a large cardboard tag slipped around the rake handle and reading: "For all-around use. This rake is strong, yet light, and perfectly balanced. It gathers leaves and litter rapidly, and its curved teeth make it a fine tool for garden use." The dealer who fails to know what are the selling points of this product would have to be unable to read half-inch type.

13. *Front and Back of Counter Display Stands.* Here again what is meant primarily to reach the consumer can be used to keep the dealer acquainted with selling points. There is no need to expand on displays which give selling points on the front. There are many. But the placing of selling points on the back is not so general as it might be.

When a dealer goes to sell a Yale flashlight from the counter, he finds that the back of the display stand pictures several outstanding qualities and also lists nine separate features in numbered order. As he talks to the customer, the dealer can refresh his memory from the back of the cabinet.

On the back of Vaniva shaving cream display stands is a red

headline: "Confidential to Dealer." Then:

Vaniva Shaving Cream is different from all other shaving preparations both in principle and action because it contains the new chemical discovery Vanivin.

In Vaniva Shaving Cream, Vanivin exerts a tonic effect on the facial tissues, holds the beard erect to meet the cutting blade of the razor, gives a closer, quicker, smother shave and prevents after-shaving tenderness.

You can recommend Vaniva Shaving Cream to your hardest-to-shave customer with every assurance that he will come back for more.

14. *Window Displays.* Here is a means of getting over your selling point to the dealer which, according to a window-display authority, is too often missed. One of the very best ways, he believes, to impress your product's features definitely on the merchant is to tell him about them in his own window. For, every time he enters his store, he will get a new appreciation of why the product is worth selling.

In a comparatively simple window display consisting of a three-piece cardboard spread in which is set a toaster, the Double Action Electric Company runs ribbons out to eight separate wafers, each of which tells about a single distinctive feature. A larger card focuses these many points by saying, "8 Superior Features of the Double Action Electric Toasters."

In case you do not care to work up an entire window along these lines, you may adapt the Maytag window signs to your needs. The Maytag Company has available for its washing machine dealers four-color signs 17 inches by 48 inches, headed, "No Wonder They Prefer the Maytag." Beneath this heading are nine numbered reasons. Should the dealer ever get aphasia, he need only hold this window sign before his prospect to put over the machine's many selling points.

* * *

The signs, tags, counter displays, and such courses, letters and advertising as have been touched on in this article keep no distinctive features a secret. They tell the whole world—including the dealer.

Very Few Newspapers Cover So Thoroughly

A western newspaper publisher said "it would be an ideal condition to have only one newspaper in a city and have it reach every home." Such a condition would save advertisers time, trouble and cost.

Some smaller cities, having only one newspaper, afford such ideal conditions but they do not pertain generally in competitive fields.

Yet, in a very few of the larger, competitive fields a dominant paper has so nearly complete coverage that, for all practical purposes, it serves every purpose.

The Telegram-Gazette, Worcester, Massachusetts,

is one of those. Not a dozen newspapers in the country, in competitive fields, so completely cover and dominate or have so great an influence with the entire population.

Worcester has a population of 204,560

The suburban territory has a population of 206,429

City and Suburban population 410,989

(Suburban territory is an 18 mile radius.)

Based on the last census ratio these 410,989 people form 89,735 families. Every week day they buy 90,742 copies of The Telegram-Gazette.

Telegram-Gazette net paid total circulation . . . 100,215

Our survey shows that

The Telegram-Gazette covers . . . 93.5% of the city population

The Telegram-Gazette covers . . . 73.8% of the suburban population

That leaves uncovered only 6.5% of the city and 26.2% of the suburban territory.

Very, very few newspapers in competitive fields cover so thoroughly.

Savings deposits in Worcester savings institutions average \$887.06 per capita—more than three times the average of the country.

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, *Publisher*

Paul Block, Inc., National Representative

New York Boston Chicago Detroit Philadelphia San Francisco

Will the "throw out"



What is the attitude of the chain stores toward trade-marked, nationally advertised lines?

It is not friendly to any marked extent.

On the other hand, it is not unfriendly or unfair.

If enough consumers want your product to insure very rapid turn-over, the average Chain will sell it and *keep on* selling it.

But if consumer demand isn't felt—strong and often—the chain store does what any smart business concern would do: sells its own brand, sells your competitor's well-advertised brand or—sells a little known brand on which

HENRI, HURST
ADVERTISING

chain store your goods?

a long retail profit is obtainable.

Since many manufacturers can no longer *hope* to do a volume business unless they sell thru chain stores, it behooves them to control the ultimate consumer.

Without the support of the consumer, the manufacturer who sells to the Chains must usually do so on strictly a price basis; with little assurance of a permanent and profitable market.

There never was a time when advertising *wisely planned and well executed* was worth so much to manufacturers as it is today.

 MCDONALD
CHICAGO, ILL.



HERE is a giftware department in a furniture and home furnishings store which does a profitable business all year 'round. These dealers will be filling in stocks for holiday trade in September and October.

¶ September forms close August 18th.

FURNITURE RECORD

*A Magazine of Better Merchandising
for Home Furnishing Merchants*
GRAND RAPIDS, MICH.



For More Than 26 Years The National Magazine of the Furniture Trade

Fried Eggs and Linoleum

The Linoleum Division of the Armstrong Cork Company Conducts a Contest to Get Linoleum Designs in the Modern Mode

By E. V. Carlquist

TO the average business man almost any *art moderne* creation might very likely answer to the title, "Portrait of a Fried Egg in a Harlem Night Club." Full comprehension and genuine appreciation of modernism is limited pretty much to art circles—at present. But whether he will or no, the business man, the manufacturer especially, is apt to be forced to bone up on *l'art moderne*, to recognize its true importance (on the long life of which there is great difference of opinion), and to adapt it in greater or lesser degrees to his own business.

And now modernism is enfolding its tentacles about that once prosaic floor covering which graced the most modest kitchen—linoleum. All of which serves to indicate two things: first, linoleum's rise in the social strata of home furnishings, and second, the growing popularity of the new art.

Anticipating a large demand for linoleum in modernistic designs for use in homes and business places decorated and furnished in the modern manner, the Linoleum Division of the Armstrong Cork Company, Lancaster, Pa., has sponsored a design competition among art students. Approximately 75 per cent of the 1,535 designs submitted by students in eighty-five art schools throughout the country reflect the modern and are well adapted for use in connection with the newest trend in

interior decoration and furnishing. Announcements of the contest, invitations to enter it, and a statement of its regulations and cash

Linoleum Design COMPETITION

Twenty-Four Awards

Prizes

Gold Prize	\$100.00
First Student Prize	\$50.00
Second Student Prize	\$25.00
Third Student Prize	\$10.00
Twenty Student Prizes	\$5.00



Purpose

It is the purpose of this competition to secure modern floor designs for the use of the Armstrong Cork Company. The designs will be in keeping with good decorative practice. It is not to be a contest of style but one of good design and good execution.

Conditions of Competition

How to enter—All student entries should be made through your class instructor or the head of your school.

Submission of designs—Any number of designs may be submitted by one student. Submission for size of design and method of drawing should be obtained from class instructor.

Judging—Designs will be judged from the standpoint of their inherent beauty, their practicality as floors for modern and business use, and upon the possibilities of their manufacture and sale.

Disposition of Designs—Winning designs are to become the property of the Armstrong Cork Company. Any design may be purchased outright. Designs not awarded prizes or purchased will be returned to your school.

Typical Prize-Winning Designs





Competition Sponsored by Department of Design

Armstrong Cork Company

LINOLEUM DIVISION... LANCASTER, PA.

THIS POSTER, IN FULL COLORS, WAS HUNG UP IN SCHOOLS TO GIVE CONTESTANTS A CLEARER IDEA OF THEIR OBJECTIVE

prize awards were sent in February to 358 schools where courses in design are offered. The purpose of the competition was announced as being "to secure linoleum floor designs for modern homes and offices that will be in keeping with good decorative practice." With the first letter went an enrolment card for the school and an attractive four-color poster telling about the competition. The letter suggested that the schools make the contest a design-class project.

When a school signified its intention of entering its students, a

letter of acknowledgment was sent containing suggestions to be passed along to the contestants to guide their efforts toward producing designs in keeping with good decorative practice. It was specifically requested that the students keep in mind floors that would be suitable for rooms other than kitchens and bathrooms.

With this letter were sent two additional color posters; a catalog showing all the patterns in the present Armstrong line; large-sized samples showing the newer types and textures of Armstrong's Linoleum; several color schemes worked out with samples of draperies, wallpapers, woodwork and linoleum; and a book, "The Attractive Home—How to Plan Its Decoration," dealing with the decorative value of linoleum floors. The material was used in giving the contestants a clearer idea of their objective and a better conception of what might be seriously considered by the judges.

To schools that did not respond to the first announcement and invitation a follow-up letter was sent urging them once more to join in the competition. Altogether, three follow-up letters of this nature were mailed and they were instrumental in inducing a number of schools to enter that had previously failed to reply. Illustrative material of various sorts was included in these follow-ups.

Of the 358 schools approached, 131 signified their intention of participating. Of this latter number, eighty-five schools had submitted entries by the closing date of the competition, May 10.

As was mentioned at the outset, a large majority of the entries were definitely influenced by modern art. No color in the spectrum was missed by the contestants and favorite among them were vivid blues, greens and yellows. Bizarre figures in angular, curved, and straight-line treatments, gazelle-like animals, novel tree effects, quaint nursery motifs and unique tile designs were submitted. Some of the designs were particularly well adapted for residence purposes and others for business

places. In all, they gave a wide selection of designs, flavored for the most part by *l'art moderne*, for every purpose. As backgrounds for furniture of the new modern style they are ideally suited.

The first and second prize designs, selected by the judges on the basis of their inherent beauty, floor quality, artistic treatment and practicability from the standpoint of linoleum production, were of the cubist type. A modern design in which trees were the underlying motif but in which they had been carried cleverly to a point where they were scarcely recognizable as trunks and foliage, was awarded third prize. Twenty fourth prizes were given. In addition, honorable mention was given twenty other designs and the rights to keep and manufacture them were purchased. All designs that did not win prizes or honorable mention were returned.

TWO MERCHANDISING ASPECTS

There were two merchandising aspects to this contest. The first, obviously, was to secure fresh inspiration for marketable designs, especially designs adaptable to the modern vogue in home and business-place furnishing. There is every indication that this vogue is not a passing fancy destined to die away after a brief moment's popularity. To be able, then, to keep up with the sales trend of the times, linoleum, the Armstrong Cork Company feels, must present modernized patterns.

In the second place many students of art later enter the interior decoration profession. As decorators they become an important factor in widening the distribution of linoleum by recommending it to their clients. If these embryo decorators can be interested in the decorative possibilities of linoleum floors, chances are that when they enter their chosen field professionally they will continue to look favorably on these decorative floors. Through this competition, seed has been planted in soil that should bring forth a rich yield in future years.

The contest was so successful

Dominant in Memphis

DURING THE first six months of 1928, the Press-Scimitar led the morning Commercial Appeal in total advertising volume by 394,667 lines. This is a result directly traceable to the consolidation of the Memphis Press and Memphis News-Scimitar, on November 16, 1926—a consolidation that gave the Press-Scimitar the greatest circulation, by many thousands, in Memphis and the Memphis trade area.

Since November, 1926, the advertising volume of the Press-Scimitar has steadily increased while the morning Commercial Appeal has just as steadily shown a loss.

During the first six months of 1928, the Press-Scimitar showed a gain of 463,727 lines over the corresponding period in 1927.

During the first six months of 1928, the morning Commercial Appeal showed a loss of 151,305 lines over the corresponding period in 1927.

During the first six months of 1927, the morning Commercial Appeal showed a loss of 631,428 lines over the corresponding period in 1926.

The Press-Scimitar Is Dominant in Memphis

MEMPHIS MARKET DATA

The research department of the Press-Scimitar has just completed a 40-page descriptive booklet on the Memphis trade area. Account executives will find this booklet invaluable. Free upon request.

A TOTAL EVENING CIRCULATION GREATER THAN
ANY OTHER IN THE RICH MID-SOUTH TERRITORY

93,710

As of the A. B. C. Publisher's Statement of the average paid circulation for six months ending March 31, 1928.



MEMPHIS PRESS-SCIMITAR

A Scripps-Howard Newspaper

Scripps-Howard Newspapers—National Advertising Department
350 Park Ave., New York; 360 S. Broad St., Philadelphia;
400 N. Michigan Ave., Chicago; Detroit, Atlanta, San
Francisco, Los Angeles, Portland, Seattle, Dallas

and the interest it created so great that the Armstrong Cork Company is thinking seriously of sponsoring a similar event next year. In the letter sent out announcing the results of the competition a card was enclosed for schools to fill out indicating whether they would care to compete in 1929, and, if so, what dates would in their opinion be most suitable. Early returns from this mailing point toward another successful contest to be opened this fall and brought to a close early in 1929.

The Size of the Sales Force

THE RALPH H. JONES COMPANY
CINCINNATI, OHIO

Editor of PRINTERS' INK:

We would appreciate whatever information you may have on the size of the sales forces of national advertisers, particularly with well-known packaged articles sold through grocery and drug stores.

S. A. WILLER.

ONE of the surprising facts about modern selling is the great variation in the size of sales forces employed by well-known national advertisers. The reason for this variation lies, of course, in methods of distribution. Companies which sell through jobber outlets naturally will employ fewer salesmen than those going to the trade direct. Some advertisers have been highly successful without the employment of salesmen at all.

The National Biscuit Company employs 2,495 salesmen going direct to the trade, many of them calling on dealers more than once a week. The Fleischmann Yeast Company has more than 2,000 driver salesmen, who not only sell but also deliver merchandise. The company also has 4,000 other people engaged in some form of selling. It feels, therefore, that it has 6,000 salesmen.

Hills Brothers Company has twenty-six specialty salesmen and five salesmen calling on jobbers. The Borden Company employs about 350 specialty salesmen. E. R. Squibb & Sons have 149 sales-

men and sixty-nine specialty men. The AutoStrop Razor Company has twenty-five men calling on the trade. The Bon Ami Company travels eight or nine men who call on chain stores and wholesalers.

The Packer Manufacturing Company and the Potter Drug & Chemical Company do not employ any salesmen, although they sell to almost every drug store in the United States.

It is obvious from the above figures that it would be almost impossible to give any "average" figures. Companies vary so in size and in methods of distribution that gross volume of sales is no index of the size of a sales force.—[Ed. PRINTERS' INK.]

Sales of Canada Dry for First Half of 1928 Show Increase

Net sales of Canada Dry Ginger Ale, Inc., and subsidiaries, for the six months ended June 30, 1928, amounted to \$5,702,649, an increase of \$883,031 over the figure of \$4,819,617 reported for the corresponding period of 1927. Cost of sales and expenses, exclusive of depreciation, were \$3,833,219 and \$3,145,988, respectively, resulting in profit from operations of \$1,869,430 for the 1928 period and \$1,673,629 for the 1927 period.

After deductions, the net profit to surplus for the first half of 1928 amounted to \$1,449,191 as against \$1,273,528 for the corresponding period of 1927, an increase of \$175,662.

Permutit Company Appoints Chandler Agency

The Permutit Company, New York, water softeners and filters, has appointed the New York office of Cleveland A. Chandler & Company, Boston advertising agency, to direct its advertising account. This appointment is effective September 1.

Carpet Account for May & Dippy

The Overbrook Carpet Mills, Inc., Philadelphia, has placed its advertising account with May & Dippy, Inc., advertising agency of that city. Business papers will be used.

Dunbar Flint Glass Appoints Churchill-Hall

The Dunbar Flint Glass Corporation, Dunbar, W. Va., has appointed Churchill-Hall, Inc., New York advertising agency, to direct its advertising account.

Sept. 9th

and Every Sunday Thereafter

Monotone and Color Gravure

Monotone 50c per Line
 \$980 per Page

Color Gravure 55c per Line
 \$1078 per Page

Closing Dates

Monotone	10 Days in Advance
Color Gravure	18 " " "

Get Contracts in **NOW** at
These Low Rates

THE WORLD-HERALD

Nebraska's Great Newspaper

(Surveys, route lists and other information on request)

O'MARA & ORMSBEE, INC., *National Representatives*
New York Chicago Detroit San Francisco

Member 100,000 Group



No institution has done more to speed the work of the world than Burroughs. The first successful adding machine, by Burroughs, freed business from century-old shackles of inefficiency. And so important have been subsequent Burroughs developments in the field of mechanical figuring equipment, that Burroughs has become the world's largest builder of adding, bookkeeping, calculating and billing machines. Burroughs is a Campbell-Ewald Co. client.



In addition to Burroughs Figuring Machines, the Campbell-Ewald Company advertise the following services and products:

American Automobile Association; American La France Fire Fighting Apparatus; Apex Electrical Household Appliances; Ashley-Dustin Steamship Line; Bank of Detroit; Bon-Doe Golf Balls; Buick Motor Cars; Capper's Farmer Magazine; Carrom Game Boards and Bridge Tables; Chevrolet Motor Cars; Consolidated Corrugated Paper Boxes and Binder Boards; Copeland Electric Refrigerators; Delco-Remy Automotive Products; D & C Steamship Lines of the Great Lakes; Detroit & Port Huron Steamship Lines; Duo-Set Adjustable Golf Clubs; Fireside Home Industrial Service; Fyr-Fyter Extinguishers; Forbes Magazine; Harrison Radiators; Hercules Truck Bodies; Holley Carburetors; Hyatt Roller Bearings; Keystone Watch Cases and Howard Watches; Kleiner Tom Moore Cigars; S. S. Kresge Stores; Liberty Ready-Cut Homes; Link-Belt Industrial Products; Milson Extracts and Pharmaceutical Products; National University Society Educational Lectures; New Departure Ball Bearings; Nicholson-Erie-Dover Ferry Line; Oakland Motor Cars; Olds Motor Cars; Pontiac Motor Cars; Paintex Fabric Paints; Postel's Elegant Cake Flour; Premier Cushion Springs; Rosenthal Publications; Shotwell Marshmallows; Silent Automatic Oil Burners; Taylor Caps for Men; Union Trust Service; Union Title and Guaranty Service; United Motors Service; Webster Cigars; White Star Steamship Lines.

Campbell-Ewald Company, H. T. Ewald, President
General Motors Bldg., Detroit; New York; Chicago; San Francisco;
Los Angeles; Portland; Seattle; Montreal; Toronto; Paris, France

"My Advertising Is Now 20% More Effective!"

"The ability to use one paper, instead of two, in covering the homes of Bloomington and Central Illinois, has enabled us to make a substantial saving in lineage, and our records show that sales per advertising dollar have increased 20% in the past six months."

W. H. Roland



This Man Uses an Average of 535,612 Lines Per Year

Sound merchandising policies combined with an aggressive use of newspaper space has resulted in a phenomenal growth for the W. H. Roland organization. In 16 years it has been thoroughly established as a leader in Central Illinois for volume of sales and quality of merchandise carried. It is a departmentized store, featuring women's and children's ready-to-wear.

*The Daily Pantagraph has carried a
department store lineage of 2,089,920
lines each year for the past four years.*

One Paper—a Saving of 18% to Advertisers

The Daily Pantagraph

BLOOMINGTON, ILL.

REPRESENTATIVES: CHAS. H. EDDY CO.—New York, Boston, Chicago

Glossing Negative Illustrations with Good Humor

Inherently Unpleasant Subjects Are Being Given a Sugar-Coating by Means of Cartoons

By W. Livingston Larned

THE majority of advertisers are firm in the belief that negative advertising illustrations should be avoided when at all possible. As a general rule advertising that is optimistic, cheerful, entertaining gets the most receptive audience. Most people do not look with favor upon being reminded of the perils of existence nor the unhappy experiences which prevent life from being a bed of roses.

But the artist who has a humorous viewpoint and the professional cartoonist are removing these objections by presenting negative ideas with rare good fun. In other words, an unpleasant theme is less unpleasant when handled lightly and for laughing purposes. The public, apparently, knows how to take a joke, even when there is something personal in the matter. Catastrophes can be laughed away; discomforts and weaknesses joyously "kidded."

If a manufacturer of brake lining featured a serious illustration of a motor car hanging from a roadside cliff, while its former occupants lay mangled and bleeding

on the rocks below, it is likely that a liberal percentage of readers would pass that page as speedily as possible. It would remind them

of a situation which might easily happen to them under similar circumstances; namely, worn brake lining and the impossibility of stopping a car in an emergency.

There would be no inclination to question the validity of the artist's interpretation. Such things do happen. If you can't apply your brakes and get immediate and responsive action, anything might transpire. But the car owner does not care to be reminded of the dangers and hazards of travel. Women especially wish to avoid such horror scenes.

The fact that you are doing everything in your power to assist the careless is of no great moment. Artists must take human nature into consideration when they lay out a picture.

Many advertisers who feel the necessity of delivering lectures and painting the uglier side of certain pictures are turning to the comic artist. In this way the "stinger" has been removed from the purely



It might have been quite serious!

STALWART pine branches and sturdy rock projections are not always at hand to save drivers who venture in search of scenery without waterproof lining on their brakes. Scenery is seldom appreciated when viewed under embarrassing circumstances, and no doubt the grandest view in the world would entirely lose its charm at such a moment.

Holds in WET Weather as Well as in Dry

Rusco Brake Lining is treated with a special, RUSCO secret compound, so that water doesn't affect on its off

—RUS

—diary

IF NOT HANDLED HUMOROUSLY, AN ILLUSTRATION OF AN AUTOMOBILE ACCIDENT MIGHT MAKE SOME READERS TURN THE PAGE SPEEDILY

negative or "fright" type of advertising picture. The public is grinning as it swallows a stiff dose of medicine.

Consider the subject just mentioned, for Rusco brake lining. The too literal translation of such an accident into picture form would defeat its own purpose with numberless readers of advertising, because they inherently turn away from the unpleasant, but when a cartoonist takes the matter in hand it is an entirely different story as is evidenced by a very funny Rusco brake lining picture.

A car has run amuck and hangs over a rocky defile, below the mountain road. The driver, spilled downward from the wheel, has been fortunate enough to land on an outflung root, which pierces his coat-tails. There he hangs, complacently placing a lighted match to the cigarette in the lips of his wife, who is draped upon a pine tree. The spirit of the entire composition is good fun. To begin with, it was drawn by a well-known cartoonist whose style and technique lend themselves to just this sort of thing.

The headline and accompanying text are keyed in much the same rollicking, carefree spirit:

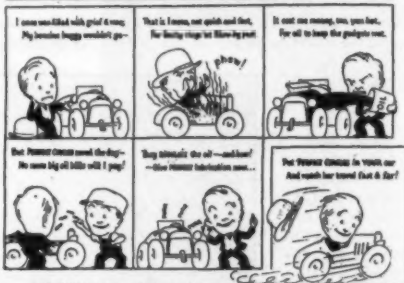
It might have been quite serious! Stalwart pine branches and sturdy rock projections are not always at hand to save drivers who venture in search of scenery without waterproof lining on their brakes. Scenery is seldom appreciated when viewed under embarrassing circumstances, and no doubt the grandest view in the world would entirely lose its charm at such a moment.

Actually, the advertiser has set out to issue a warning. The way to sell his product is to make

motorists self-conscious in this matter of accidents which often happen yet which could have been avoided. The "stinger" was removed from an unpleasant theme, and by a quite simple process.

An unusually interesting example of how this works out came

Jingle Joe Takes a Lesson



CHEAP piston rings are the most expensive you can buy... you keep on paying for them in wasted oil, sluggish power and service charges that good rings would have prevented. The first cost of Perfect Circle is but little more than for ordinary rings. It will pay you, mile after mile, to insist on Perfect Circle.

THE PERFECT CIRCLE COMPANY, BOSTON, MASS.
Export Sales Representatives, 101 West Broadway, New York, N.Y.



Superior Piston Ring Manufacturing Co. Inc.

PERFECT CIRCLE PISTON RINGS

AN UNPLEASANT THEME, THE DANGER IN CHEAP PISTON RINGS, IS HANDLED NEGATIVELY HERE BUT IS ENLIVENED BY HUMOR

under the writer's personal observation this year. A campaign was planned for a roach powder and general insecticide. What could be more natural than to show roaches and other insects, curled up, dying, dead? Alive, they crawled across these advertisements, reached the can, and turned turtle. It seemed so altogether logical. There were illustrations, too, of midnight in the small home kitchen, and the obnoxious roach out foraging.

The series of advertisements, as completed, would appear to be beyond reproach. People must visualize the pest. They must have proof of what the powder did.

A dead roach was the one thing every housewife looked forward to. She knew that these conditions were apt to exist in her own kitchen.

But the campaign was a failure from the very start for a quite simple and understandable reason. The artist produced illustrations which were entirely too real. People turned away from them and shuddered. Women saw roaches in their homes but did not care to see them in the public prints.

What could be done? The campaign was not selling goods. A live roach or a dead roach is not a pretty sight, and the advertiser became aware of that fact, finally. He must inject a new element in his campaign, if he hoped to have women read it.

There was a certain cartoonist who had always specialized in very funny, humorous studies of bugs. He animated them, dressed them up, gave them little hats and coats and shoes. A roach or an ant or a moth or even the horrid bed bug was made rather attractive, in a sense; humorous, at any rate.

The artist arranged a series of quaint pen drawings of a thoroughly original character. He put Mr. and Mrs. Roach and family of many children to rout, packing their trunks and speeding away from home. He originated mass meetings of bugs, as they protested against the intrusion of this product which was giving them so much concern, and he otherwise

animated and humanized the little pests until they were not at all objectionable to look upon.

And that series was successful. It just goes to show that negative pictures can be designed which will not turn the reader away from the frankly objectionable.

A similar set of circumstances arose not long ago in connection with two campaigns for underwear. One advertiser took the subject of old-style garments, with many buttons and obsolete design, too seriously. His drawings were drawn with intensive realism and all the discomforts pictured along literal lines. Men did not care for them. They brought up unpleasant memories. It seemed an exaggeration, in any event.

Place alongside this effort the new series for Sealpax union suits. A cartoonist has drawn the little pen pictures and they are just as genuinely funny as any comic strip. They imitate the comic strips, as a matter of fact,

and are the work of a popular artist in this field.

There was the advertisement, for instance, headed, "Why Men Miss Trains." Eight progressive cartoons told the story of a gentleman from the time he woke up until he got to the station—after the train had departed. Underwear with buttons that came off played an important part in the skit and the last picture is captioned: "Glares after retreating train: Vows never to try to catch another until equipped with Seal-

WHY MEN MISS TRAINS . . . by Glynn Williams



SEALPAX is the commuter's friend—the time-saving, trouble-saving union suit with just two buttons on the shoulder—none down the front. "Snap them, button two" is the dressing slogan everywhere. Smooth, unbroken, hosiery from—no lapping—no gapping. Boys' sizes, too.

THE SEALPAX CO., 47-49 Ave. B, New York 10



FEW PEOPLE CAN PASS BY THIS TYPE OF ADVERTISEMENT WITHOUT READING IT

pax union suits with two, and only two, anchored buttons, which he heard about."

The eight little cartoons follow this gentleman through his adventures and are genuinely funny. The appeal to the average man is obvious. An unpleasant theme has been handled negatively but is enlivened by humor. And that is the secret of the entire idea.

Michelin tire campaigns for several years have turned to cartoons as a means of picturing and describing negative ideas unobjectionably.

This advertiser has persistently believed that the picture story is at its best when it bluntly reminds motorists of the trouble and the inconvenience of poor tires, tire trouble, and the mishaps of the road resulting from the tires that do not "hold up" in an emergency. Michelin tires give more mileage, the manufacturer sincerely believes. Therefore, if the motorist uses these tires he will be spared road difficulties.

A well-known cartoonist has illustrated the Michelin advertising and he has seen the funny side of every serious problem. One layout, I recall, pictured a wide stretch of country turnpike, with an irate and plump father in hot pursuit of another car over the brow of the hill. His daughter is eloping. But an old tire has gone flat on Dad's car and the race is lost. Father dances in the middle of the road, blaming it all on the innocent chauffeur. Brief and equally humorous captions are hand-lettered as a part of the cartoon. This series is continued, season after season, because of its proved popularity with the public. The advertiser knows that the idea is producing results. It is negative picture material handled so jovially that all is well.

This spirit has pervaded the very extensive campaign conducted in both magazines and newspapers for the Sherwin-Williams Company. "There's a joker in the cheap paint can" and "You can't paint a house with applesauce," are campaign ideas based on negative argument, pictorially funny,

as when a grinning clown climbs out of a paint tin.

When it was determined by the Chase Brass and Copper Company to tell the story of the discomforts of old-style piping, it was realized that literal pictures, in the negative mood, would not constitute acceptable magazine copy. People would not interest themselves in illustrations of this kind and there was a doubt whether they would read the descriptions. And out of this predicament came the amusing "Wallop Family" and the comedy situations surrounding their exploits.

Apropos of "Printers' Ink's" Fortieth Anniversary

CARL ZEISS, INC.
NEW YORK

Editor of PRINTERS' INK:

Permit me to add my congratulations and felicitations apropos of the fortieth anniversary of **PRINTERS' INK**.

As an advertising executive, I can assure you that I am looking forward with keen and pleasurable anticipation to the forthcoming issues of **PRINTERS' INK** and **PRINTERS' INK MONTHLY**.

More power to you!

J. H. W. KERSTON,
Advertising Manager.

L. B. Gallison, General Sales Manager, Lipton's Tea

Louis B. Gallison, recently general manager of the branch house division of Best Foods, Inc., New York, has been made general sales manager of Thomas J. Lipton, Inc., Hoboken, N. J., Lipton's tea. He will have charge of all sales in the United States.

Railway Account for Allen- town Agency

The East Penn Traction Company, Pottsville, Pa., has placed its advertising account with the Shankweiler Advertising Agency, Inc., Allentown, Pa. Newspapers throughout the coal region of Pennsylvania will be used.

Abercrombie & Fitch Account to Briggs-Varley

The Abercrombie & Fitch Company, New York, sporting goods, has placed its advertising account with Briggs-Vatley, Inc., New York advertising agency.

W. R. Ferrell, for fourteen years with the Fairchild Publications, has joined *Town and Country Club News*, Cleveland, as style, advertising and merchandising advisor.

—and common sense
*applies also to radio
broadcast advertising*

1 1 1

MR. LOUIS A. WITTEN, the well-known voice* of WOR and associated stations, has been appointed to direct the cooperation of this Agency in the radio broadcasting division of our service to clients.

*Pioneer-owner in broadcast station field. Organizer of notable programs. Expert on radio "copy." Authority on "listener-value."

Hanff-Metzger

Incorporated

Advertising

Organized 1913

Paramount Building, Broadway, 43rd and 44th Streets, New York



MORE than 600 different advertisers, so far this year, have used display space in *The Press* exclusively in Pittsburgh.

They know from profitable experience that this is the most economical and most effective method of reaching the Pittsburgh market.

The

These 55 Towns are Pittsburgh

CITY OF PITTSBURGH AND BOROUGHES

Aspinwall	Crafton	Fairhaven	Millvale	Pittsburgh City	Terrace
Avalon	Davis Island	Greentree	Mt. Oliver	Rankin	Thornburg
Banksville	Dormont	Hays	Manhall	Roselyn Farms	West Homestead
Bellevue	Edgewood	Homestead	Neville	Redman Mills	West View
Ben Avon	Emsworth	Ingram	Island	Sharpburg	Westwood
Braddock	Etna	Louperex	North	Spring Garden	Whitaker
Carnegie	Evergreen	McKees Rocks	Braddock	St. Clair	Wilkinsburg
			Pittcock	Swissvale	

TOWNSHIPS

Baldwin	Kilbuck	O'Hara	Robinson	Scott	Stowe	Wilkins
Kennedy	Mifflin	Penn	Ross	Shaler	Union	



Pittsburgh Press

A SCRIPPS - HOWARD NEWSPAPER

MEMBER AUDIT BUREAU OF CIRCULATIONS AND MEMBER OF THE UNITED PRESS

National Advertising Departments:

250 Park Avenue, New York City - Chicago - Philadelphia - Detroit - Cleveland
Los Angeles - San Francisco - Atlanta - Seattle - Portland



PITTSBURGH is more than just Pittsburgh. It is fifty-five towns — with a total population of more than a million within 8 miles of the Pittsburgh City-County Building. And this Pittsburgh of today is a one newspaper town—if you use *The Press*.

"Tuning In"

ON THE

Millionaire Wave Length

IF YOU have something to sell—a product or a service in the luxury class—where your best market is made up of people of more than ordinary means, advertise in **THE BARRON GROUP**—*The Wall Street Journal*—*Boston News Bureau*—and *Barron's, The National Financial Weekly*.

This group of financial publications gives national coverage of all people to whom the daily news and trends of action in Wall Street are of vital importance.

Here is a special millionaire wave length for national advertisers to "tune in" upon—a national newspaper circulation of the greatest potential buying power. It reaches, without waste circulation, the greatest number of people who have the most to spend as individuals on fine homes, golf, automobiles, travel, and other luxuries and necessities.

A blanket rate covering all three papers of
THE BARRON GROUP

This rate will be quoted to advertisers or advertising agencies upon application.
Address either: Paul Howard, Advertising Manager of *The Wall Street Journal*,
44 Broad Street, New York City, or Guy Bancroft, Advertising Manager of
Boston News Bureau, 30 Kilby Street, Boston, Massachusetts

***The* BARRON GROUP**

The Wall Street Journal

Boston News Bureau

Barron's, *The National Financial Weekly*

Shading the Price May Result in an Eclipse

It Takes a Strong Man to Refuse an Order but a Stronger Man to Get One at a Profit

By A. H. Deute

IN the office of George Buse, in Pittsburgh, there is a card which reads, "Never give a salesman a sliding scale of prices. His tender heart causes him to slide down to the bottom of the scale and stay there."

There is real salesmanship required when it comes to getting the full price. This is especially true when the salesman knows that he may "in his judgment, and for the good of the house, shade the price." As a matter of fact, the temptation is so great, in such a case, that personally I have never heard of a salesman who went out and got it, unless he was working on a profit sharing basis and was seeing his own money slip away.

A certain sales manager had a force working on a straight 10 per cent commission. Possibly the out-and-out commission man is the hardest to keep in line when shading the price will get an order. Not counting upon a salary, it means a lot to him to get the order for \$90, with 10 per cent to him, if he can't get it at \$100 with 10 per cent to him.

This sales manager would frequently receive orders taken at a cut price and when he began to tighten up and scrutinize them carefully and send a few of them back, he received notes like this: "This man is a good customer. But competitors are getting close to him by offering a better price. We've got to hold him for the good of the business."

So this sales manager made a counter proposition to his salesmen: "If you feel it has to be done to hold the business, then we will consider such a recommendation on your part—but you must share the cut with us and it must come out of your commission."

That meant that if a salesman

wanted to sell a \$100 article for \$90, there was a 10 per cent cut to be divided, costing the salesman \$5. He had, after that, 10 per cent commission on \$90. The transaction thus showed him only \$4 commission instead of \$10. This plan was exceptionally helpful in keeping salesmen's memories refreshed when it came to bearing down on the talking points having to do with quality, service and stability.

"Price," an experienced old salesman once told me, "is naturally the easiest common ground upon which sales talks can be conducted. The less a salesman knows about business in general and his line in particular, the more readily he gets down into a consideration and discussion of price. Also, the less able he finds himself to talk along lines of resale and profit, the quicker he resorts to purely a matter of price. Naturally the prospective buyer is right alongside of him."

"The normal thing for the prospective buyer to talk about is the still more attractive price which somebody else is willing to make. Now, when the salesman is low in his stock of talking points outside of price, and is possibly a little short when it comes to his own belief in his line, then the man back of the article is going to have a hard time getting a profit out of such a transaction."

HE KNEW HIS AXE HANDLES

A few days ago, I heard a salesman working to make a sale of axe handles. He was a very firm young man. One might almost call him obstinate. But he did know seemingly everything in the world about his line. He was ready to tell his interesting story to anybody who would listen. If the

merchant happened to be interrupted for a moment, he would bring a clerk or anybody else in the store into his audience.

He explained how he had lived all his life in a certain small town in the Cumberland Mountains and that he had actually grown up right with the fine, second-growth trees from which these handles were made. He would hold up a handle and wax enthusiastic about its straight grain. He would point out that the rings in the wood showed that the tree hadn't grown too fast; and that they also showed that the tree hadn't grown too slowly. He pointed out that it helped, too, when a tree grew in a certain kind of soil, on a certain slope of a hill, in company with other trees of a certain type.

As he dropped his voice for a moment, the merchant shot in his quick thrust: "How much?"

And the salesman, without hesitation, stated the price.

The dealer came back with the orthodox reply: "Too high—I can get cheaper axe handles."

The Cumberland Mountaineer replied, as though he were used to it: "My friend, I knew you'd say that. You've just naturally got to say that. You wouldn't be a good trader if you didn't. And I couldn't prove the value of these axe handles to you if you hadn't brought that up. But here is a fact: If you are a good merchant, you are first of all a good salesman. And if you are going to use your ability as a salesman, you've got to have something else to talk about than just price.

"Your competitors across the street and down the street can quote price. And if you buy axe handles on the basis of price, why all you can sell them on is a price argument. The other folks can do that, too. Then it gets down to who can quote the cheapest price on just axe handles, regardless of what they are worth. You know who that's going to be—the big city stores and the mail-order houses who can buy carloads. So you see when you make price your main consideration, you're helping run yourself out of business.

"What I'm going to show you isn't that these are cheap handles, but that they are worth a lot more than ordinary handles, because these are unusual handles—mighty cheap at the price—and any time you sell one to a man, you can give him a lot of reasons why he is going to get a lot of pleasant and valuable use out of it."

And away he went again about this certain county in which he was born and how right in that county a kind Providence had planted the very finest second-growth trees, just meant for axe handles.

The big point to me, as I listened to him talk, was that he knew his subject so well, believed in it so thoroughly, could discuss these points so well, that the merchant's point about price appeared absolutely puny and futile.

Later in the day, I listened to another salesman trying to sell a merchant an assortment of men's leather belts. This man had plainly obtained his job by mail, received his sample kit and price list by parcel post and then started out to learn—that his price was too high.

It is interesting to speculate on what that Cumberland Mountain boy could have done with a line of leather belts made out of some of the wild beasts of his mountains. He'd no doubt have known enough about the habits of those animals to have conjured their ghosts to come out and help him defend their own skins in the selling of those belts.

A SALES PARADOX

In short, it takes a strong salesman to get his price. Alexander Kerr used to say to me: "You've got to forget all about price, when you're selling goods, if you really want to get your price." That used to sound like a paradox. But gradually the truth of his selling philosophy became plain. The moment a salesman gets to close quarters and starts slugging around the subject of price, then he and his principal and his line are going to suffer.

The man who sells the largest quantities of medical gauze for a

RATES AND SERVICE
in
THE QUALITY THREE
Atlantic Monthly
Harpers Magazine
Scribner's Magazine
The Three for Quality

Circulation Increase: The record for the past year shows steady and marked growth by each of these magazines in net paid circulation and influence. The trend is still upward. For the coming year the Guarantee will be 350,000 net paid.

COMBINATION RATES

Effective with the January 1929 issues

<i>Black and White</i>	<i>Color</i>
\$1175 Per Page Halves and Quarters pro rata	Four Color Insert Page \$2000 Two Color Insert Page \$1700

Special Coated Stock Used for Color Pages.

One Order—One Billing; One Plate for Black and White—One Set of Color Plates Only Required.

Orders for Black and White space may be placed for October, November and December issues at present rates of these magazines. All contracts for space in connection with the combination known until August 1st as The Quality Group will be carried out exactly as made.

THE QUALITY THREE

Headquarters: 597 Fifth Ave.

New York

CHICAGO OFFICE
Field West of Buffalo
30 North Michigan Ave.

1008 West Sixth St.
Los Angeles, Calif.

BOSTON OFFICE
New England Territory
8 Arlington St.

714 Glenn Bldg.
Atlanta, Georgia

great manufacturer of gauze doesn't happen to be a salesman at all. He isn't even a member of the sales force. He is an officer of the company, interested in its financial management. But when there is a really big order in sight this officer gets out and usually brings it in.

The reason for it is this—he probably knows more about gauze and its ancestry and its pedigree and its manufacture than anybody else in the country, either in his own company or those of his competitors. He also knows more about gauze than any buyer he will meet. In the language of the small boy, when a buyer mentions "price," this officer is in for that well-known verbal food product known as "duck-soup." He can take a quoted price, and then take a square inch of his own gauze and unravel it and lay it out before the buyer's eyes and show him things the buyer never knew existed in gauze. And he comes out with the order.

He said to me one day: "It's easy. We try to manufacture this gauze so that it is bound to be just a little better than anybody else can make. When we show that superiority, we get the worth-while trade. Of course, it may cost a little more—but look what we are giving—a great deal more."

One day an old friend of this man, who is the buyer for a large institution, set out to bait a trap for him. He cut a sample of this man's own product. He took it into his office. Then he called in some mutual friends.

After the preliminaries, here was the conversation:

"I'm really afraid you're out of the running this time. I've an offer which I don't think you can possibly meet. The sample comes up to all the specifications you've ever pointed out to me. In fact, I can't tell it from your product."

"May I see the sample?"

"Certainly—here it is."

"Do you want to tell me what you can buy it for?"

The group of interested speculators maintained their solemn looks. The fictitious price was an-

nounced. It was plainly an attractive, though not a ridiculous, offer.

The gauze manufacturer studied the sample carefully. He did some quick figuring. He sat up and announced: "That's very interesting. It's 10 per cent less than we can make it for. It's a fine product. I'd say it is ours, if I didn't know you for an honest man. If you can get ten carloads at that price, up to this quality, let me have all you don't want and I'll pay you 5 per cent brokerage for getting it for me."

Now, that gauze manufacturer knew gauze and that is why he could sell gauze. It would take a very clever salesman to convince him it couldn't be sold at the list price.

What can we say to salesmen when they complain that competitors are underselling them?

Shall we just tell them to stick to the price and pay no attention to competition?

That will not solve the problem. All it will do is jump selling costs to tremendous proportions.

REVISE THE SHERMAN LAW

Another suggestion which one hears from various sources is: "Revise the Sherman Law." It is this law which simply forces price cutting among competing manufacturers by letting buyers prey on salesmen—through honest, and oftentimes if not dishonest, then at least questionable, methods.

There is a story going around about two former competitors who saw their war surplus profits fading out and got out of their businesses just in time to salt away enough to carry them through their remaining years. They met in Los Angeles and, being both out of business, felt they could exchange a few recollections without doing anything criminal.

"Well," one of them said, "if it hadn't been for you, I wouldn't be out here enjoying the climate of Southern California. I'd be back home making a hundred thousand a year."

"You've nothing on me," was the reply. "I never could see how

CHECK THE MAGIC EMPIRE AS A KEY MARKET *for your fall Advertising Campaign*

Here are 694 cities, towns and villages—915,516 people—millions of dollars turned loose and made available as sales.

And this market is ready for intensive cultivation by national advertisers . . . a customer market analysis shows that instantly . . . an annual created wealth of nearly a billion dollars and a per capita wealth of \$1,362, based on total property valuation, shows its people have buying power . . . with 240,039 motor cars, the facilities of motor bus and railway lines, and thousands of miles of hard-surfaced highways centering in Tulsa, shoppers can visit this city at will . . . 48% of the population is concentrated in 100 urban places where 87% of The World's circulation is delivered and where 97% of the income tax returns for the market originate. This concentration of World circulation at source of income means greater buying power per dollar invested in advertising.

A majority of the people who come from the 694 cities, towns and villages of the Magic Empire to shop in Tulsa know only ONE newspaper—THE TULSA WORLD.

—If you do not have a copy of the Magic Empire market data write for one on your business stationery.

TULSA WORLD

Oklahoma's Greatest Newspaper

**The Newspaper that Made the Magic Empire
Oklahoma's Greatest Market Unit**

you could make the prices my salesmen reported your men as quoting. So I figured I'd better get out with a whole skin while I could."

"Don't talk to me about my making prices," the first replied. "I was going along nicely and peacefully until you went crazy on volume and let your men make silly prices—sometimes below my actual cost."

For half an hour old rivalries were renewed. The discussion became bitter:

"You mean to tell me we quoted Welch a price of 25½ cents? That's the order you took for 25 cents. I quoted him 27 cents and I stuck to that quotation even when my man wired me you were after the business for 25 cents. When I heard you'd taken on that contract, I made up my mind first to go out and get you, and then I said to myself: 'What's the use of wasting my good money educating or breaking a crazy man? He'll break himself.'" So these men decided that some change in the law should be made which would enable manufacturers to get together and fix minimum sales prices. That would solve all the problems and insure fat profits.

But a man who made approximately \$2,000,000 last year in this particular industry said to me: "I know those chaps. They're price cutters at heart. They'd like to see a good price-fixing law put into effect so they could hunt holes in it. Those chaps would like to see everybody obliged to charge 50 cents—except themselves—and they know a way to sneak in and get the order for 49 cents."

As one reads over business history from the time the ancient traders wrangled over a skin or an animal, just one thing stands out, and that is that the house that sells the most goods at the most profit is the one which knows how to produce to the best advantage and which knows how to play up its points of superior quality.

The more one studies the problem, the less opportunity there seems to be for relief through artificial means. "You can't under-

write a profit for a man"—I don't know who said it, but it sounds reasonable.

A man who for many years made money manufacturing a household device found, a few years ago, that a competing product, which he had to admit was just as good as his, was underselling him. At first he told his men such price cutting could not last long. He reviewed his own costs and decided the competitor was losing money. But the competitor plainly was not. So this manufacturer decided to make a trip on his own account. He knew his subject and he kept his eyes open. In his travels, he found out that his competitor had devised a machine which accounted for the big cut in costs. He went back to his own shop—worked out something on his own hook and managed to meet the new competition at a profit.

Undoubtedly, there will always be good merchants and inferior merchants. The man who expects to be a good one must, of necessity, be mentally able to admit it to himself when he can't get an order at a profit and then be able to go out and figure out a way to accomplish just that. It's a real job. But being able to accomplish it or not being able to accomplish it is probably going to have more to do with producing profits during the next decade or two than waiting for laws which will underwrite profits.

Appointed by "Messenger of the Sacred Heart"

The Messenger of the Sacred Heart, New York, has appointed Thomas W. Farrell as its Western representative. Mr. Farrell, recently vice-president of the Irving V. Koch Company, Chicago, has started a publishers' representative business at that city under his own name.

W. B. Holt Advanced by Elliott-Horne

William B. Holt, advertising manager of The Elliott-Horne Company, bond dealers of Los Angeles, has been made assistant sales manager. He will continue to direct the advertising of the company.

Even Lumber Can Be Sold in Hardware Stores

Wherein Is Another Example of How Merchandise of All Kinds Breaks Conventional Bonds

PHILIP BRUNER & BROS. LUMBER CO.
ST. LOUIS, MO.

Editor of PRINTERS' INK:

I am desirous of having a bit of information and wonder if you can give it to me. I have an idea that we can merchandise lumber through the hardware stores in a large city like St. Louis. (Of course, in small quantities only, that is for repair purposes around a home, etc.) My thought would be to sell it on a price per piece basis.

I should, therefore, like to know whether this has ever been tried before and whether you have any statistical information that would be helpful. At your convenience, will you kindly let me hear from you?

EMMETT BRUNER.

IT is entirely practical to merchandise lumber through retail stores in the way suggested by Mr. Bruner. The hardware store being the natural center for goods having to do with the household is the logical place for such selling to be done. The idea is not entirely new, having been tried out more or less successfully by department stores. It is rather far-fetched to be sure. But so far as we can see there is no reason, physically or otherwise, to prevent its rather general application in department stores and hardware stores.

The newly established practice of cutting lumber into short lengths is the development that makes it possible actually to have lumber in the store and sell it just as other merchandise is sold. Under this practice, a person can go into a store and buy a package of lumber just as handily as he can get a pair of hinges or a couple of pounds of nails. The lumber is cut up into short lengths at the mills. Anything under eight feet long is supposed to be a short length, the other pieces measuring six, four and two feet.

The selling of packaged lumber in retail establishments is only another application of the department store idea which we now see in almost universal use. PRINTERS' INK has repeatedly set forth the merchandising wisdom of a store,

no matter what kind, having in stock all goods which its customers are going to buy somewhere and which they would buy from it if it had them to sell. Drug stores are now general merchandise establishments, as everybody knows. Furniture stores have become sellers of miscellaneous house furnishing goods. Hardware stores have followed suit. It has come to be recognized that the only limit which a store needs to set upon its branching out activities is to take on nothing that would tend to lessen its identity. All the added lines should be related to the main stock. In other words, if the hardware store should add a line of silk hosiery or bakery goods this action would be incongruous and even ridiculous. These items are merchandise that people will buy somewhere but by no freak of reasoning can they be assigned a place in the hardware store. But lumber is quite another thing. The hardware man sells nails to drive into the lumber, hammers to do the driving, saws to do the sawing if any is needed, paint to paint it with, brushes to apply the paint with and ladders on which to do the necessary climbing. Why then should he not sell the lumber if it is physically possible for him to do so? He sells substantially everything else relating to building, including a long list of advertised commodities—which, by the way, are now being stocked by wide-awake lumber dealers.

Generally speaking it would be impracticable, of course, for the hardware dealer to attempt to carry a stock of lumber to be used for general building purposes. For the present it seems that he would do best to confine himself to the short lengths for repair purposes. But he can go further if he likes and if competitive conditions in his town should warrant such a step. Lumber dealers in larger cities are

The Advertising Score

For the first six months of 1928,
THE HERALD shows a gain
over the second paper of

1,372,585 lines

and

1,704,817 lines*

over the third newspaper

Rather convincing figures indicating
the clear-cut advertising supremacy of
The Herald in the Central New York
territory.

This condition is nothing new how-
ever, as THE HERALD has been the
outstanding leader in Syracuse for
over twenty years.

*Media Records, Inc.

THE SYRACUSE HERALD

JOHN C. BLACKMORE, *Adv. Mgr*

O'MARA & ORMSBEE, Inc.
National Representatives

230 Madison Ave.
New York City

Peoples Gas Bldg.
Chicago, Ill.

General Motors Bldg.
Detroit, Mich.

Monadnock Bldg., San Francisco, Calif.

usually poorly located. They are hard to find and harder to reach. This condition has caused certain lumber interests to establish downtown stores where full stocks of lumber and general building material can be had. The main lumber stock is kept in some outlying section but generous sized samples of all qualities are displayed in the store. From these the customer may order in very much the same fashion as in sample rooms or from a catalog. It is not necessary to see a whole pile of lumber to buy a supply for building purposes. One sample will suffice.

The retail lumberman and hardware dealer are getting to be sharper competitors all the while. Each is continuously invading the other's domain. This is natural and inevitable with the rise of a great number of advertised articles having to do with building. If the hardware dealer, following out the related stock idea, takes on lumber—which he very properly can do—it is fully as logical and sensible for the lumber dealer to sell a host of items, related directly or indirectly to building, that now are to be found in the hardware store. In fact, it is exceedingly difficult to draw a line between these two classes of retailing and assign a definite place to each.

We speak entirely without prejudice either to the lumberman or hardware dealer but it has seemed to us, of recent years, that the existence of each of these as a separate and distinct merchandising entity represented an economic waste. Selling effort is duplicated; so are stocks of goods. We are not much given to prophesying but we confidently look ahead to the time not very far distant when the lumber store and hardware store shall be one.

Go to almost any small town and you will see the lumber dealer and the hardware dealer with stocks pretty much the same fighting strenuously for business. Each feels that the other is invading his field and he is right. One of our staff writers who has passed a great deal of time during the last two or three years in studying re-

tail merchandising conditions in small towns and rural sections tells us it is quite the exception to find a prosperous lumber dealer and a prosperous hardware dealer in the same town. One or the other inevitably has to yield and the stronger dealer gets the bulk of the profitable business. It may be the lumberman in one town and in the next the hardware man is the leader. They ought to get together, according to the viewpoint of some of the country's best merchandising authorities, and doubtless will.—[Ed. PRINTERS' INK.]

To Advertise Air Mail in Northwest

The Varney Air Lines, Northwest division, is conducting a newspaper campaign during August in Washington, Idaho and Oregon, to stimulate the sending of mail by air. Tom Parry Jones, Seattle, Wash., advertising agency, has been appointed to direct the campaign.

Gilbert Products Appoints William Irving Hamilton

The Gilbert Products Corporation, New York, maker of Gilbert's tooth paste and Orol antiseptic, has appointed William Irving Hamilton, New York advertising agency, to direct its advertising account. Newspapers will be used.

Cosgrove Coal Company Appoints Van Allen

The Cosgrove Coal Company, Chicago, coal wholesaler, has placed its advertising account with The Van Allen Company, advertising agency of that city. Direct mail, business publications and newspapers will be used.

Doremus to Direct Arthur E. Dorr Advertising

Arthur E. Dorr, Division of the First National Stores, Inc., chain markets throughout New England, has appointed the Boston office of Doremus & Company, advertising agency, to direct its advertising account.

Publisher Appoints Peck Agency

The Macaulay Company, New York publisher, has appointed the Peck Advertising Agency, Inc., of that city, to direct its advertising account. Newspapers, magazines and trade papers will be used.

100,000 GUARANTEED**The New
SCRIBNER'S MAGAZINE****Announces
NEW RATES****Effective January, 1929**

General Advertising	- -	per page \$360.00
Financial Advertising	- -	per page \$360.00
(12 time discount, 10%)		

The new rates are based on improved service to our advertisers and on the remarkable circulation response to The New Scribner's Magazine.

Commencing with the January 1929 issue, we will guarantee a net paid circulation of

100,000

You may secure the current rates for your Fall Schedules up to and including the December, 1928, issue.

**The New
SCRIBNER'S MAGAZINE****597 Fifth Avenue
New York**

One of
THE QUALITY THREE
Executive Offices
**597 Fifth Avenue
New York City**

In Buffalo— FOOD ADVERTISERS MUST USE THE TIMES!

The one great essential in advertising grocery and food products is to reach ALL the people, and since no one newspaper in Buffalo can do this, local food advertisers use THE TIMES and the other evening paper . . .

Local Grocery Advertising In Buffalo First Six Months of 1928:

Times
216,216

News
248,330

Courier-Express
66,889

Based on present net-paid circulation, THE TIMES has a 66.5% coverage of the city of Buffalo—which is practically as much as any other Buffalo paper can give.

It is particularly interesting to note the grocery advertising linages of Buffalo's largest retail merchants—the department stores:

Grocery Advertising Linages Buffalo Department Stores First Six Months of 1928:

Times
7730

News
6074

Courier-Express
3537

THE BUFFALO TIMES

Evening
Over 124,000

BUFFALO, NEW YORK

Sunday
Over 140,000

Surveys Advertisers' Use of Mediums

IN an effort to ascertain trends in the use of mediums, the Association of National Advertisers has conducted a survey covering 352 national campaigns. Analysis has been made of replies to questionnaires received from members and a small group of non-member advertisers. This shows the number and percentage of users of eight forms of advertising for 1928 and 1927 as follows:

	Users		Percent	
	1928	1927	1928	1927
Magazines	276	277	78.4	79.
Trade papers	271	268	77.	76.1
Direct mail	226	224	64.2	63.6
Newspapers	202	197	57.4	56.
Window display	199	188	56.1	53.3
Farm papers	91	101	25.9	28.7
Outdoor	71	75	20.2	21.3
Radio	51	41	14.5	11.6

The yearly summaries, in each case, the report states, are from the same advertisers so that a direct comparison of change in practice is possible. In connection with the analysis, the association makes the following observations:

"The period is, of course, too short a time to indicate definite trends and, in the case of mediums used by a large majority of the responders, the changes are apparently not large enough to be significant. Changes of considerable magnitude are evident, however, in the use of farm papers, outdoor and radio, and a marked gain by the latter medium is particularly evident."

It is explained that the report is based on the number of users of various publications and types of mediums and that no cognizance is taken concerning amount or cost of space used.

L. A. Witten with Hanff-Metzger

Louis A. Witten has joined Hanff-Metzger, Inc., New York advertising agency, to direct the co-operation of that agency in the radio broadcasting division of its service to clients. He formerly was chief announcer of radio station WOR, Newark, N. J., and associated stations.

Death of Richard H. Wevill

Richard H. Wevill, sales manager of the Walker Engraving Company, New York, died at Yonkers, N. Y., last week. His association of thirty years with the Walker Engraving Company had brought to Mr. Wevill a host of friends in the advertising business in which he was popularly known as "Pop" Wevill.

"Dick," "Dick Wevill," "Mr. Wevill," "Pop Wevill," "Rev. Richard H. Wevill," these titles of address, in the words of a business associate, tell the life story of the man. From errand boy, the position which marked his entrance into the engraving business, Mr. Wevill rose to the position of sales manager. He was pastor of the Worthington Memorial Church, Elmsford, N. Y., and, referring to his ministerial duties, once stated that "Photo-engraving is my vocation, preaching is my avocation."

Mr. Wevill, who was sixty years of age, was chaplain of Publicity Lodge, a New York lodge of Masons engaged in the advertising business, which was represented by a large delegation at the funeral services.

The Record Speaks for Itself

BOSTON GEAR WORKS SALES CO.
NORFOLK DOWNS, MASS.

Editor of PRINTERS' INK:

PRINTERS' INK certainly is due for sincere congratulations upon the attainment of its fortieth anniversary.

It is no easy task to consistently maintain and expand the constructive influence of such a publication before a more or less critical audience over a period of nearly half a century.

W. E. KERRISH,
Advertising Manager.

A. M. Bentley Heads Nordic Sales Company

Austin M. Bentley has been elected president and general manager of the Nordic Sales Company, Inc., San Francisco, Pacific Coast distributor of Nordic brand products. He was formerly Pacific Coast manager of The Vitamin Food Company, Westfield, Mass.

Hawley Turner Joins N. W. Ayer

Hawley Turner, recently with The Blackman Company, New York advertising agency, has joined the New York office of N. W. Ayer & Son, as a representative. He was at one time with the Curtis Publishing Company.

North Carolina Publishers Elect

Lee B. Weathers, of the Shelby Cleveland Star, has been elected president of the North Carolina Press Association. J. L. Horne, of the Rocky Mount Telegram, has been made vice-president.

Are Your Dealers Making These Complaints?

An Electrical Retailer Tells About the Faults of Manufacturers in Their Dealer Relations

By Roy Thurman

"SURE, I know Bill Jones; he handles our line, but he is dead from the neck up." How many times have you heard some manufacturer's representative say that about some electrical dealer? You and I have attended dozens of meetings where the short-comings of the electrical dealer were cussed and discussed by someone who has never even had a speaking acquaintance with the problems of the dealer, let alone knowing enough about them to propose a sensible solution.

I do not want to minimize the faults of the dealer. He has plenty of them and he has been told about them week after week, and month after month, in magazines and papers, large and small. I do, however, want you to look for a few minutes at his side of the question and see if I can convince you that he has a legitimate kick regarding some of the conditions which surround him and over which he has no control.

In the first place, we will admit that there are many dealers who do not and never will belong in the business. But who is to blame? Usually the manufacturers who find a man with a little money and who paint an alluring picture of the enormous profit to be had by buying their product, perhaps at \$80 per unit, and selling it at \$150. The quota for his district is forty per month. The profit of \$70 per unit when multiplied by forty gives a gross profit of \$2,800.

"Of course that isn't all net profit," admits the salesman, "but the only *real* expense is a small (?) commission and a little (?) overhead. These expenses will amount

to perhaps \$30 per unit, leaving \$40 net profit, or \$1,600 per month."

That sounds like big money, but unfortunately the whole story is not told. Our salesman has forgotten a few items of expense. He does not mention the financing charges, freight and cartage items, delivery costs, servicing expense, repair bills, advertising, collection troubles, returned apparatus loss, bad accounts, sales promotion expense, inventory loss, light, heat, water and telephone charges, insurance, interest on the investment in stock, depreciation of store and shop equipment, taxes, etc.

Then, too, who ever heard of a dealer making his full quota through the year? If his sales quota is forty units, the average sales will usually run not more than twenty-five, which makes *all* expense items except commission run considerably higher per unit than was optimistically forecast.

The investment needed is represented to fit whatever amount of money the prospective dealer has, and is usually inadequate.

Of course, there are exceptions to the rule that manufacturers will take almost anyone as a dealer. I know of one such shining exception. This manufacturer has exclusive agencies, and over a period of nearly twenty years has picked dealers only after a thorough investigation of the fitness from all angles. There are cases where the firm has waited several years to get the dealer it wanted in a territory, in the meantime being unrepresented in that district. The result is that they have a loyal, enthusiastic, well-informed, satisfied group of dealers, and they very seldom find it necessary to cancel a franchise.

Again, many concerns have salesmen trained to high-pressure

Reprinted with permission from the August issue of *Electrical Merchandising*.

Industrial Vermont

All too often, in thinking of Vermont as a market, we think of it only as an agricultural state, whereas, as a matter of fact, agriculture, while important, is really overshadowed by the many diversified industries of the state.

For instance, did you know that Vermont has more than two hundred wood-working plants employing many thousand well paid men? These men make everything from toys to garden furniture and the manufacturers have created a very high reputation for these products, the value of which annually is well in excess of ten million dollars.

The directory of Vermont's industries has recently been published by the associated industries of Vermont and a request on the coupon below will bring it to your desk. It will be invaluable in working up lists, sending out sales crews and so on. We suggest that you send this coupon to any one of the newspapers listed below for your copy.

Vermont Allied Dailies

Barre Times Brattleboro Reformer Rutland Herald
Bennington Banner Burlington Free Press St. Johnsbury Caledonian-Record

Please send me the directory of Vermont's Industries mentioned above.

Name..... Address.....

Firm Name..... City..... State.....

Good Copy

After goods have been sold *once* then comes a gap—

Good copy bridges this gap, and brings people back to you again and again and again.

And then, if you are to have your deserts, more good copy — to convince everyone of good faith.

For good faith is the most profitable product your house can handle.

**HAWLEY
ADVERTISING
COMPANY
Inc.**

**95 MADISON AVE.
NEW YORK CITY**

methods, and with the idea that the immediate sale is the most important end in view. Unless the dealer watches his inventory carefully, the glib salesman will have him loaded up with more than he can sell in a year. And there have been times when commission salesmen have loaded up a dealer and then canceled his franchise in order to sell a new dealer another load. Or perhaps the overloading is made to look more attractive by offering a reduction in price, erroneously called a bonus, on all machines sold in a specified district, if that district has total sales equal to the quota set by the manufacturer.

One nationally known concern for 1927 set quotas at a 25 per cent increase over 1926 sales. This favored the territory where a poor job had been done the previous year or where the district had not been sufficiently manned with dealers. It penalized dealers in divisions where, as a result of hard work, sales had been pushed to a maximum in 1926. Then again, it gave the dealers in prosperous communities a lower price per unit and kept that benefit away from dealers in communities where industrial and business conditions were below normal and where the reduced price was needed most.

This company actually tried near the end of the year to get the dealers to purchase enough stock ahead to make the quota. In many States the dealers would have had to buy from five to six months' supply, and apparently the only reason the scheme failed was because the dealers were in such condition that they did not have the money. Just what the advantage is to the manufacturers in forcing a proposition like this is a mystery which I presume can be solved only by a high-priced sales executive.

These policies are of course short-sighted and result in large sales for only a short period. In a year or two it is impossible to secure representation. I believe that the seller should consider the welfare and prosperity of the dealer, and that such consideration

indeed not



There is nothing accidental about the consistent monthly advertising gains made by the Newark Ledger.

It is the natural result of closer study by space buyers of the changing newspaper situations in this rich market.

100,927 Lines Gained in June

267,336 Lines Gained First Six Months

In its new 6-Column "dress" made up in a single section, with all advertisements "following or next to reading matter without extra charge," the Newark Ledger affords super-attention value.

The Newark Ledger

Daily and Sunday

NEWARK - - - NEW JERSEY

GILMAN, NICOLL & RUTHMAN
Representatives

PICTURE the country before the first telegraph line was laid—when communication with Europe was by boat alone—when Alaska belonged to Russia—when nothing but the simplest of farm implements could be had—then you have a picture of the times when the first galley sheets of the Southern Planter came from the press.

The Southern Planter is an institution down our way because it grew up with the South. Since 1840 it has been most helpful to those farmers who live in Virginia and her neighbor states.

For 89 years it has been subscribed for by some families. Yet in its pages you find nothing about the South's glorious past, but much about her present and future.

More than 200,000 readers use its pages as a means of keeping informed on what to buy, and when they have something to *sell*, they advertise in its columns.

Subscribers really *read* the Planter. It has something more than reader interest. It has "reader friendship." **THE SOUTHERN PLANTER, Richmond, Va., Established 1840.**

RIDDLE & YOUNG CO., Special Representatives:
Chicago, New York, Kansas City, Atlanta



Home of the Southern Planter

in the long run results in permanent, satisfactory profits for all concerned.

As I see it, a quota can be made a real help to the seller and the dealer, but a detailed study of the many conditions surrounding the use of the special device to be sold should be made before a dealer is forced to accept a quota.

The character of the inhabitants, industrial and business conditions, climate, wage scale, literacy, number of home owners, wired homes, and floating population are a few of the items that enter into the selling of any electrical appliance.

Due to the emphasis placed on large volume, and the importance of making his quota, regardless of his business welfare, stressed continually by the sales representative, the dealer is liable to forget that there are a reasonable number of sales that can be made at a profit, while the added expense needed to meet his quota may and often does eat up all of his profits. We have all seen specialty concerns entertain the sheriff where the sales volume has been extraordinarily high. I maintain that a dealer should not be expected or required to spend all of his profit in trying to force the last few sales to make a quota.

It has been the usual practice during the last few years for many manufacturers to restrict the district covered by any one of their sales representatives to a very few dealers; sometimes only one. Of course, the theory is that the salesman can then give a maximum amount of help to the dealer. This would be ideal if it were not for one important point that is overlooked in hundreds of cases. That is the inexperience or lack of business knowledge of the manufacturer's sales representative.

The volume of sales has increased so rapidly in some lines during the last few years that it has been necessary for sales forces to be recruited from almost any available source. Often the supply comes from the retail selling group, or the house-to-house salesman.

A man may be a first-class house-



AN advertisement in "PUNCH" eddies out into the far corners of the world. In Mayfair, in the Ridings of Yorkshire, in northernmost Scotland and in southernmost Cornwall, over the seas to the farthest outposts of Empire, all the world over you can tell of your goods through

"Punch"
*"The Paper that is
 England"*

©

MARION JEAN LYON
 Advertisement Manager, "PUNCH,"
 80 Fleet Street, London, E.C.4.
 Eng

WANTED ~

Circulation Manager

The Progressive Farmer, a leading weekly farm publication in the U. S. with editorial, subscription and advertising offices at Raleigh, Birmingham, Memphis, Dallas and Louisville, is in need of an experienced, capable circulation man to take entire charge of its circulation work.

We are interested only in those who have had considerable experience in the production of a large volume of high quality circulation. The right man must be able to write successful sales literature and must be an experienced executive. This is an unusual opportunity for the right man.

Give full particulars as to experience, references and salary expected in first letter.

All correspondence confidential.

**The
PROGRESSIVE FARMER
Birmingham, Ala.**

Member A. B. C.

to-house salesman, yet entirely unfitted to handle wholesale sales. This is especially true where the manufacturer is attempting to control the entire business operations of the dealer. The great majority of sales representatives are not business men, and too many times their requests, demands or advice to the dealer, backed up by the threat of cancellation of his franchise, is based solely upon the possibility of immediate sales to meet his quota, rather than upon good business practice and reasonable net profit for the dealer.

Also these men are inclined to insist upon the dealer following in detail all suggestions and sales plans sent from the main office; conditions vary so greatly in different districts, that it needs an experienced business man to decide whether or not a sales campaign, successful in one locality, will stand a chance of going through to a satisfactory conclusion in another. Many a dealer has found to his sorrow that, although the manufacturer's representative may want to help him, this representative has not the broad general business training which enables him to do so.

An indispensable method employed to get volume is installment sales. Practically all manufacturers either maintain their own financing organization or have a business connection with outside companies to take a dealer's time contracts and pay him a part of the face value of such contract.

The financing rate usually used is 8 per cent on twelve-month contracts, which nets the financing company approximately 15 per cent on the money in use. In addition to this, however, 10 per cent of the amount financed is held as a reserve until the contract is paid in full. In spite of this reserve, when a payment or two is missed by the purchaser, the dealer must repossess the merchandise and send to the financing company the remainder of the account not paid by the customer.

The average dealer is lucky if his net profit runs as high as 10 per cent, so that he must figure on having a year's profit held by the



Where the Bell System's profit goes

*An Advertisement of the
American Telephone and Telegraph Company*



THERE is in effect but one profit paid by the Bell Telephone System.

This profit is not large, for it is the policy of the Bell System to furnish a constantly improving telephone service at the least cost to the public.

The treasury of the American Telephone and Telegraph Company receives dividends from the stock of the operating companies. It receives a payment from the operating companies for research, engineering and staff work. It receives dividends from the Western Electric Company—makers of supplies for the Bell System—and income from long distance operations.

Only one profit is taken from this money in the American Telephone and Telegraph Company's treasury. That is the regular dividend to its stockholders—now more than 420,000 in number—which it has never missed paying since its incorporation in 1885.

Money beyond regular dividend requirements and a surplus for financial stability is used to give more and better telephone service to the public.

This is fundamental in the policy of the company.

The Bell System accepts its responsibility to provide a nation-wide telephone service as a public trust.

THE OPEN ROAD *for Boys*

Quite Interesting

As you read this more than 300 American boys—*Open Road* readers—are on their way to Denmark, Norway and Sweden. On this trip, sponsored by our magazine, these boys will exchange ideals and ideas with European boys. For five weeks they will live with them as their guests.

And 64 Danish boys are here in America—guests of American families. This far-reaching factor in better international relations is part of "My Friend Abroad," just one of many features that make *The Open Road for Boys* an outstanding juvenile institution in this country.

L. S. GLEASON

Advertising Manager

Boston

Massachusetts



finance company for which he does not even get interest. To make it worse, his own money is used to finance a part of his contracts and he pays nearly 15 per cent for it.

I am glad to note that the larger distributors of electrical merchandise are nearly all arranging to operate financing companies, to be used exclusively by dealers handling their own product. This makes it possible for the business welfare of the manufacturer and dealer to be considered when any financing changes or problems are encountered, and I think will, in time, eradicate many of the abuses now prevalent in the financing business.

Yes, sometimes it does seem that we are "dead from the neck up," or we would never have started in the business. Yet I am optimistic enough to think that the plight of the dealer is destined to be ameliorated as fast as the manufacturers become familiar with the problems confronting the dealer, and realize that the solution is a benefit to all.

Let's have volume *plus* profit.

Mail-Order Sales for July

Sears, Roebuck & Company report sales for July of \$26,276,337, against \$20,960,713, for July, last year, an increase of 25.4 per cent. Sales for the seven months of this year amounted to \$172,375,402, against \$150,687,269 for the corresponding period of last year, an increase of 14.4 per cent.

Montgomery Ward & Company for July report sales of \$13,976,559, against \$12,006,312, for the corresponding month of last year, an increase of 16.4 per cent. Sales for the seven months of this year amounted to \$110,544,474 as against \$104,242,926, for the corresponding period of last year. This is an increase of 6 per cent.

The National Bellas Hess Company, Inc., for July, 1928, reports sales of \$2,215,870, against \$2,296,677 for July, 1927, a decrease of 3.5 per cent. Sales for the seven months of this year amounted to \$22,484,606, against \$25,561,577 for the corresponding period of last year, a decrease of 12 per cent.

St. Joseph "Herald-Press" Appoints G. Logan Payne

The St. Joseph, Mo., *Herald-Press* has appointed the G. Logan Payne Company, publishers' representative, as its national advertising representative.



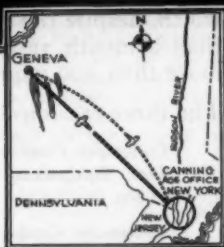
Why "The Leading Publication in the Canning Industry" Leads



THE pea pack is on. Twenty factories in many states are canning the first commercial pack of Geraldized Peas—latest innovation in canning, with which all the other 2,600 packers must be made familiar.

A wire catches a CANNING AGE staff man in Indiana, starts him for the Maywood, Ill. Research Laboratories of the American Can Co. A high-powered car sets out for the pea packing center in New York State. A long-distance phone starts a photographer after it. In New York City, American Can officials are invited to conferences.

The entire forces of CANNING AGE thus go into action to give canners the complete, first-hand, latest facts. Obstacles? Surely, but they must be overcome!



Time too short? Then an airplane! Geneva, (N. Y.) Preserving Co., finished with its Geraldized pack, starts its entire department again for CANNING AGE readers. A plane darts across New York State from CANNING AGE headquarters. A return flight at night. The story is on press. CANNING AGE has lived up to its leadership by giving all the facts on a new subject of vital interest.

Canning Age is one of eleven strong trade papers owned by National Trade Journals, Inc. As such it has back of it great financial resources, powerful executive, editorial and service facilities.

CANNING AGE

"A National Trade Journal"

101 West 31st St., New York, N. Y.

ANNOUNCING A *Petroleum Catalog Department*

The unqualified reception which has greeted the announcement of our Composite Catalog of New and Standard Oilfield and Pipe Line Equipment, has led to the establishment of a catalog department in our organization which, in addition to handling the above catalog, will also have in charge the work on a catalog for each of the two remaining major branches of the oil industry.

The oil industry, although one of America's largest industries, has had no composite catalog of the equipment used in its three great branches. The need for such catalogs has been so apparent that when the announcement of our composite catalog to cover oilfield and pipe line equipment was made, we were deluged with inquiries which, despite the fact that announcement was made less than a month ago, already have resulted in orders for more than 100 pages of catalog space.

The three catalogs, and their closing dates, will be:

Composite Catalog of New and Standard Oilfield & Pipe Line Equipment, closing date January 3, distribution 11,000.

Composite Catalog of Oil Marketing Equipment, closing date March 25, distribution 5,000.

Composite Catalog of Petroleum Refining & Natural Gasoline Equipment, closing date July 1, (1929), distribution 4,000.

It will be noted that a specialized catalog is provided for each of the three major branches of the oil business, thus making for not only the convenience of the reader, but for economy in the case of the manufacturer using space in these catalogs.

Further information will be given upon request.

GULF PUBLISHING COMPANY

PUBLISHERS OF SPECIALIZED OIL JOURNALS

GENERAL HEADQUARTERS, HOUSTON, TEXAS

Branch Offices in New York, Pittsburgh, Chicago, Tulsa, Los Angeles and Ft. Worth

Keeping the Good Salesman Sold

(Continued from page 6)

vice telling him that the number of calls he made last week or the week before last is not sufficient and reminding him that footwork is as essential as brainwork. Every salesman who is successfully selling knows that the number of calls is not nearly so important as the way the call has been planned in advance and what the salesman says when he gets into the presence of his prospect. And yet the more intelligent the salesman and the more effective his sales ideas when he does get into his customer's store, the more he is likely to forget that a certain amount of hard footwork is necessary to give his sales ideas a chance to work.

To keep from annoying its intelligent salesmen with continual requests to make more calls, one Philadelphia company has adopted an idea which is sent out each month to salesmen in connection with the bulletin sheets signed by the vice-president. The major part of this bulletin is taken up with definite, "how-to" material concerning what some salesman has done to better his sales record. This bulletin also contains quotations from business publications concerning unusual sales in other lines of business and the methods which are proving successful. Then each month, unobtrusively but still always in the same place, is what this concern calls the Monthly Call-O-Meter. At the top of the sheet is the heading, "Number of Sales Made Monthly." On the left-hand column is a heading "Average Calls Per Sale" and at the bottom "Number of Calls Made Daily." Below this Call-O-Meter, which is filled out with figures, are the following "How to use" instructions.

To calculate number of sales made in a month determine first the number of calls you find it necessary to make, on the average, for each sale closed. Select horizontal column in which this

figure appears, and going to the right stop at the vertical column that indicates what your average total of daily calls is. This will show total number of sales for the month.

This table enables you to tell at a glance the effect of call-backs on total sales. Naturally the greater the number of calls necessary for each sale the less sales that can be produced from the day's total of calls. Similarly, the importance of effective closing methods is emphasized.

Every salesman realizes there are only two ways whereby he can increase his sales: First, more calls, and second, better closures. Salesmen who are anxious to show greater results along this line will find the above table valuable in helping establish their present status and in checking their progress.

The company has found this little Call-O-Meter idea published each month in the same place in the sales bulletin, a very effective method of getting its good salesmen to make more calls, because it gets its message across unobtrusively and logically.

Then comes the old question of remuneration which is always close to the heart of every salesman. He may not be satisfied either with straight salary or straight commission. One man in the West may make long jumps, sell a hard territory, be a real salesman in every respect. An analysis of his sales would show a high percentage of products which are hard to sell to a group of widely scattered merchants who need much help from him. Yet he gets the same commission as the man working the ideally grouped New England territory.

Still another man works on a salary and is a member of a big organization where it is difficult for the sales manager to know exactly everything he is doing. He works in close harmony with the credit department, sends in reports, makes twice the calls that another salesman makes who has been on the job so long that he has begun to take things easy. Hardly a month goes by that the more energetic young man does not open up a few new accounts. The older man is content to hold what he has, leaving it to general conditions to take care of his normal increase.

The younger man realizes what

before

you talk about printing, let's discuss the design & layout. Attractiveness, satisfaction & economy in book, booklet or brochure begin *there*, and there is where our skill is valuable.



CURRIER & HARFORD • LTD

Selective Advertising

460 W 34th St • New York • Longacre 7856

Clear Strong Policy

San Francisco Chronicle

is going on. He knows that he is working twice as hard, yet is getting less than half the money.

Then the inevitable happens. A perfectly good salesman in whom the company has invested \$10,000 or more gives up his job and starts all over again.

This happens often in modern sales organizations. Yet it is only occasionally that sales managers go out of their way to make a real effort to correct the situation. Several solutions are being tried out. Unquestionably one of the main reasons which lead salesmen away from the straight and narrow path in their own company for a better position, is that of remuneration. A very large number of good salesmen have an ever-present idea, which expands in direct proportion to the number of sales they make, that if they were only on a commission they would be making at least twice as much money as they are on salary. So long as they have that idea in the back of their minds, they are not going to give the best they have. The point and task system, sliding scales of compensation and many other ideas are being tried to solve this problem.

One solution has been worked out by a New England concern. It has resulted in welding the sales force into a team unit. It is designed to reward the consistent plugger as well as the star who hits the high spots. The secretary and general sales manager of this company has this to say: "We are always talking about team work in selling, yet most remuneration plans are based upon the individualistic salesman. If a man is a member of a sales force he should look upon his job as one cog in the wheel of a big machine and realize that it makes no difference who gets the credit for a particular sale as long as the profit on it goes to the company. He is working for the company, not for himself, so it is our theory that he should be rewarded for every bit of effort he makes which eventually results in a sale in some territory."

This company puts out at the

16 years of precedent

The reference file of Printers' Ink at the H. K. McCann Co.

covering a period of sixteen years, is an aid in solving present day marketing problems.

For current use the H. K. McCann Company subscribes for forty-one copies of Printers' Ink Weekly and eighteen copies of Printers' Ink Monthly.

A file of the Printers' Ink Publications is a useful source of information on sales and advertising problems. Its data are made accessible through our reference service. Lists of articles on merchandising and advertising problems are gladly furnished upon request.

Quarterly volumes as shown above are bound in hard board and buckram, stamped in gold. The cost is \$2.00 each volume, or \$8.00 for a complete set covering a year. Binders for both publications are also sold at cost. Weekly binders, \$1.35 a piece—Monthly binders, \$2.00.

Printers' Ink Publications

185 Madison Avenue

New York City



Plant of The Gulf Publishing Company, Houston, Texas, Printers and Publishers of *The Oil Weekly*, *The Refiner*, *The Petroleum Marketer*, etc.

Equipment for this New Plant, an Investment of \$150,000.00, *bought ENTIRELY through advertise- ments in THE INLAND PRINTER*

MR. R. L. DUDLEY,
*President of The Gulf
Publishing Company,*
wrote on June 26, 1928:

"It will be interesting to you to know that *we did not buy one dollar's worth of equipment which had not been advertised in The Inland Printer*. Since that time our plant has increased materially and since this initial order we have bought additional equipment bringing the total close to \$150,000.00.

"As to my reason for not buying equipment not advertised in *The Inland Printer*, I felt this way about it: A concern which was not *big enough to advertise in The Inland Printer*, or which was not progressive enough to offer the products it was featuring through the medium of *The Inland Printer*, was not the kind of a concern that we would buy from. Our experience is such that I am sure we did not make a mistake in this attitude."

THE INLAND PRINTER

New York Office:
One E. 42nd Street

632 Sherman Street
Chicago, Illinois .

Member:
A. B. P. and A. B. C

start of each selling season its estimated maximum and estimated minimum earning line. Between these two lines is charted the actual sales line. There are no individual quotas set up for each salesman to shoot at. Instead of that the chart is figured out for each class of product manufactured by the company and handled by the sales force. These products are divided into three different groups. The minimum line on the chart is the business the company figures it ought to do surely if the men don't all go to sleep on their feet. The other line is the sales that the company might make if everything should break just right throughout the selling period. The men are paid in all divisions on a straight salary basis, depending upon their ability, as the company has judged each one and observed him over a period of time. Then, before the actual sales line starts to run up the chart between the maximum and the minimum line, the company decides that it will put a certain amount, such as \$30,000, into the extra compensation pot. This extra compensation amount has doubled in the last five years.

If two-fifths of the total of the business is represented by one class of product, then two-fifths of the total extra remuneration is appropriated for that item. If the maximum amount is done, all salesmen who sold that item will have that definite proportion of the total extra compensation to divide. While they might fall down on another item, they would nevertheless get the benefit on the well-sold item anyway, if its sales curve was good. If they go only two-thirds the way toward the maximum line, then there is only two-thirds of the two-fifths to be divided. No matter what proportion of the whole pot is divided as extra compensation among the force, a certain amount is divided upon the salary rate and another amount among the same men in proportion to the length of service. The company believes that length of service of itself is an asset in a salesman, and for every year he has worked he gets a cer-



Flowers and Birds at the Biltmore

THE external surroundings of a hotel often are as important as the interior. At the Biltmore, both are quite pleasing.

The interior is all that one could desire; spacious, airy, outside rooms, tastefully furnished, with every modern convenience. Friendly service—a room clerk on each floor.

Plus the benefit of the Biltmore gardens! Where several acres of flowers and shrubbery add fragrance and color. And cheery little warblers of the woods add a touch of Nature with their woodland symphony in the heart of a bustling city.

You will enjoy a visit to the Biltmore.

Atlanta Biltmore

A Bowman Biltmore Institution

Rates from

350

The Binding gives the First Impression

Binding can create a favorable first impression just like any other good salesman.

Many men work out the inside of a book carefully and then bind it without consideration of first impressions, the intended life of the book and the kind of treatment it will receive.

We are always helping some one in selection of binding. We have customers on both coasts as well as inland. Can we be of service to you?

BROCK & RANKIN

Incorporated

619 So. La Salle St. Chicago, Ill.

Commercial Binders for 38 Years

SALES EXECUTIVE

Available

Executive specializing in sales, but experienced in administration, factory and finance, is open for an interesting job. Reorganization or revitalizing work specially appealing.

Still in early middle age with record of successful work for big companies behind him.

Prefer arrangement with reasonable salary plus substantial bonus for accomplishment.

Address "W," Box 71,
Printers' Ink

tain small amount more out of the sum laid aside for extra compensation.

The secretary of this company says: "The man who has been good enough to stay on the company's payroll and build a good foundation for his house has done a good job. He has built up goodwill. He is known to the trade. He correctly represents house policies. While he may not be able any longer to equal the occasional sensational sales of the newcomer, and he may have lost the power or ability to handle a bunch of big prospects, he has done a real service for the company which has paid him his salary over a period of years. Our plan sees to it that the man who has done his best during the long, hard years, gets some real consideration from the house. One of the things which breaks up many a good sales force is to see a man who has spent many long years in the service of the company, being treated shabbily or let out as soon as his sales drop below a certain amount. Some of the big sales the company makes today are, partly at least, the final results of the persistent work of the plugger over a long period of years. Our plan, it seems to me, gives such a man an even break, and when the old-timer is given a fair deal the newcomer knows about it and appreciates the fact."

Handling good salesmen so that their grievances will see the light of day and be given real consideration instead of a stereotyped hard-boiled answer, is the result of a human policy rather than a machine-like one. The sales manager, vice-president or president who does not forget the days when he used to pack a grip will listen with sympathy and intelligent attention to the grievances of his men. He will not allow himself to become case hardened. And the modern salesman who is worth his salt, who is up against the keenest sort of competition, free goods offers, extra discounts and all sorts of difficult hurdles, needs a sympathetic and helpful attitude when he comes into the office of his boss with a worry or a grievance.

Wanted—A Trade Name

One of our clients offers an award of One Hundred (\$100.00) Dollars to the one submitting a trade-name which it adopts as a trade-mark for use in branding and marketing the very choicest of Florida's Citrus Fruits.

The concern is a Florida co-operative corporation packing and marketing Oranges and Grapefruit. A name desirable for its use is for your own creative imagination to suggest. The name should be one offering the least sales resistance in advertising. It should breathe the atmosphere of Florida and suggest unmistakably citrus fruits of unusual juice contents and superior quality.

The officers of this and our client's firm will act as judge in making the selection of this name and all names and suggestions should be mailed by August 20th. Entries mailed after that date will not be considered.

HARRY E. BURNS & COMPANY, Inc.

Advertising

Greenleaf & Crosby Building

Jacksonville, Florida

Exceptional Opportunity for Copy Writer with experience and ability

Can you write advertisements that sell goods?

Can you analyze the sales points of a product and originate advertising ideas that will increase its market?

We have a well-established agency with large volume, in one of the big cities of the central states. We control some of the best-known advertising accounts—products with almost perfect distribution and international reputation. We have a staff of capable advertising men with wide experience who can help you develop.

With a long and successful past behind us and an assured future ahead of us, we can offer unexcelled advantages to one or more able copy writers who have already had sufficient experience to demonstrate their ability and who can appreciate a real opportunity for larger success.

If you have the necessary qualifications, write to us—describe your experience and name the products you have worked on. Give us your advertising history, send recent samples of your work and state initial salary you would consider.

Address "E," Box 220, Care of Printers' Ink

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 364 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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NEW YORK, AUGUST 9, 1928

Another Investigation

Perhaps it is unfair to characterize an investigation recently started by the National Retail Grocers' Association as "another investigation." Among the thirty-one questions included in the questionnaire are a number which ought to produce material that will warrant the most exhaustive study. For example, question number sixteen reads: "Do you advertise?" Question number seventeen asks: "Do you use manufacturers' cut-outs, window display material, etc. . . . Do you welcome this material?" Question number eighteen inquires: "What suggestions regarding such material or its distribution have you to offer?"

All three of these queries ought to elicit replies of the deepest interest to manufacturers, especially

if 10,000 answers to each are received, which is the goal set by the association. Then, there is question twenty-two which wants to know: "What effect has chain-store competition had on your business?" Surely that is prying into a hornet's nest. And question number twenty-nine ought to uncover a boatload of gossip. It asks: "Have you any direct knowledge of so-called secret rebates, special allowances or other special assistance being granted to your competitors by wholesalers or manufacturers?"

But despite the interesting possibilities to which these questions point, we still feel that this is really only "another investigation." We so label it because, in his remarks accompanying the questionnaire, the secretary of the National Retail Grocers' Association indicates that the survey, instead of being an unprejudiced effort to secure information for the future guidance of retail grocers, is actually another move in the battle against chain stores. Referring to the questionnaire, he says: "It is my earnest hope that at least 10,000 replies may be received. The tabulation of the information which this brings out will give us the groundwork for some very effective material for presentation in the coming investigation of chain stores by the Federal Trade Commission."

Now our experiences with the Federal Trade Commission have indicated that that body is a most diligent searcher after facts. A Trade Commission investigation is usually just about as complete as the most indefatigable researcher could desire. Very few stones are left unturned. In this particular case, Congress has directed the Commission to investigate and report on the chain-store situation. So far as we know, the Commission is energetically laying the groundwork for this investigation. To the best of our belief it has not yet asked the National Retail Grocers' Association to assist it in this work, at least not to the extent of asking the association to send a questionnaire to the very

individuals whom the Commission hopes later to question itself.

In many quarters the legislation which directed the chain-store survey is looked upon as inspired by selfish interests. Surely the National Retail Grocers' Association does not tend to lessen this impression when it makes a move which is distinctly prejudicial to an impartial survey. There is more than one way of asking a question and these different ways are sometimes dictated by what the questioner secretly hopes to discover. The National Retail Grocers' Association is not an impartial body insofar as this investigation is concerned. Its big battle is against the chain stores. Therefore, it seems to us that it would do well, for the present, to leave the investigating of chain stores to the Federal Trade Commission, which is as Congress directed.

Sales Force or Sampling Crew?

In some recent confidential remarks made by the merchandise manager of a large manufacturing concern there is much room for thought. His company is one which, having changed its line from a wide variety of products to a few styles upon which it has concentrated, has taken full advantage of the hand-to-mouth buying habit on the part of its retailers and carries a complete stock for them. It has been prompt to make fill-ins so that the merchant may at any time secure exactly what his customer wants. But it has suggested a small representative stock, to keep down the merchant's inventory, rather than a large one.

The merchandise manager was full of his subject. He had just been reading some sales reports. "I sometimes wonder," he said, "whether we have a sales force now or a sampling crew. Some of our men have misunderstood our recent policy and have fallen into the trial order habit. Instead of selling a real order which gives the merchant a representative line to show his customers, some of

them are getting into the dangerous habit of suggesting a small try-out order to be compared with other small orders from our competitors."

The merchandise manager went on to tell how his company had cured most of its salesmen of the trial order habit, but how a few were unable to shake it off.

"When the salesman admits that he wants a trial order," said this man, "he is also admitting that he has not made a complete sale. He is putting the buyer in the frame of mind where he is looking for defects even more expectantly than he looks for good qualities in the merchandise. The sampling or trial order habit, which consists of being satisfied with an inadequate order rather than a complete one, leads to a large increase in the number of complaints, poor selling on the merchant's part and, in the long run, destroys the efficiency of any good sales force. A salesman who is satisfied to put in an inadequate supply on trial is confusing the buyer and hurting his ability to resell at a profit, the merchandise he has bought."

A series of letters to the salesmen, signed by the president, is a method which has been used by this particular company to help eliminate the "sampling instead of selling" tendency which cropped up in the organization as a result of a logical move to cut down dealers' inventories. Even after this direct action many of the salesmen still have the habit.

When a customer has been thoroughly sold by a salesman who knows his line he does not buy the goods on trial. He buys them because he thinks they will make him a profit and then pushes them to secure that profit. A sales force which has got into the habit of acting as a sampling crew should be promptly checked up by its sales manager.

No one habit is more certain to destroy selling ability than asking for "a small trial order." It develops an inferiority complex in the salesman, confuses the retailer and destroys respect for the manufacturer.

The Summer Migration and the Consistent Advertiser

The advertiser who read the recent estimate that before the summer is over almost 7,000,000 people in the United States will spend from a few days to several weeks away from their usual habitation, can consider the figures complacently—if he is a consistent advertiser.

If he has done an adequate advertising and sales job, he, of all manufacturers, has the least to worry about lost sales because millions of people change their abode for a brief period.

The family's favorite tooth paste, flashlight, breakfast food, or motor oil can be asked for by name in the big city or small town a hundred or a thousand miles away from home. As a matter of fact, the annual summer migration, which is growing so fast, gives the manufacturer who advertises his merchandise a great advantage over his competitors.

He offers to his customers the added service and great convenience of almost universal availability. When dad can get his favorite shaving cream in the little vacation town store, mother her usual vanishing cream and the rest of the family the candy bar, cigarettes, pipe tobacco, cracker or soft drink which they want, the maker of an advertised product gets a certain amount of added good-will which the non-advertiser cannot duplicate.

The summer traveler and tourist get a practical demonstration of the value of availability, an important by-product of consistent advertising so often overlooked by the self-appointed critics of advertising.

The consistent advertiser has no cause to worry lest sales be lost in the vacation period. His sales are merely shifted from one locality to another.

It is the spasmodic advertiser and the non-advertiser who lose summer sales to the manufacturer whose merchandise has greater availability because it has been consistently advertised.

Off the Track

In a New England city last week a visitor had a certain factory pointed out to him as the only one in town that was not located alongside the railroad. No spur of tracks could reach this factory. All of the heavy manufactured commodity had to be transported to the railroad by huge trucks. The manufacturer had to pay for this hauling and for the one extra handling before his goods were able to compete on equal terms with the similar products of the other factories in town.

It passes belief that there is such shortsightedness in the business world today. But the factory was modern and must have been built within the last dozen years.

Almost every man in business would protest he would never make such a grievous error—an error that cannot well be remedied. But does he take thought of the little mistakes made in his business, that bulk so large in the aggregate? There may be no factory marooned away from the railroad and yet it is possible—even probable—that in other respects the business is off the track.

Don't take it for granted you are doing the right thing in the right way. Search; investigate; question; find out the methods of others and compare them with your own. There's no need, these days, of getting very far away from accepted practice, unless one wishes to precede it.

Electric Furnace-Man Account to Frank Presbrey

The Domestic Stoker Company, New York, manufacturer of the Electric Furnace-Man, has appointed the Frank Presbrey Company, advertising agency of that city, to direct its advertising account. Present plans call for the use of newspapers and business papers.

W. E. Moffett Returns to S. C. Beckwith

William E. Moffett, recently vice-president and advertising manager of the New York *Mirror*, has rejoined the S. C. Beckwith Special Agency, publishers' representative at that city, with which he had previously been associated.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

40 EAST 34TH STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

Western Electric Co.

Snider Packing Corporation

Loose-Wiles Biscuit Co.

Graybar Electric Company

Association of American Soap
and Glycerine Producers

The Ansonia Clock Co.

National Bank of Commerce
in New York

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

San Francisco Advertising Golfers Play Again

The second tournament of the Advertising Golf Association, San Francisco, will be held August 16, at the Beresford Country Club, San Mateo, Calif. The first tournament held recently, with fifty-four players competing, was held at the Orinda Country Club. H. R. Cossett, Oakland, was winner of the low gross with a score of 117 for twenty-seven holes. L. G. Watson, N. W. Ayer & Son, won low net with 133-30-103.

Those in charge of the season's program are:

Chairman, Douglas Meldrum, N. W. Ayer & Son; chairman of the prize committee, Dwight Jennings, Lord & Thomas and Logan; chairman of committee on courses, W. Hubbard Keenan, Crowell Publishing Company; publicity, Gerald O'Gara, San Francisco *Chronicle*; keeper of the rolls, Norman Rushton; chairman of committee on tournaments, Lynn Ellis, Honig-Cooper Company; transportation, Fred Weeks, and treasurer, Lewis Clark, Associated Farm Papers.

* * *

Chicago Industrial Advertisers Hold Annual Outing

The 1928 annual golf and bridge picnic of the Engineering Advertisers' Association of Chicago was held recently at the Tam O'Shanter Golf Club.

H. F. Barrows won the members' prize for low net and H. T. Fischer won the guests' prize for low net.

Other golf prize winners were Keith Evans, T. Macre and G. E. Andrews. The bridge players' prize was won by J. B. Patterson.

* * *

R. A. Warfel to Leave Advertising Commission

Robert A. Warfel, for the last three years executive secretary of the Advertising Commission of the International Advertising Association has resigned, effective August 15. He will join The Reuben H. Donnelley Corporation as a member of its headquarters staff at Chicago. Mr. Warfel formerly was with the Columbus, Ohio, Chamber of Commerce.

* * *

Cleveland Advertising Club Appointments

Don W. Dawson, recently assistant advertising manager of Halle Bros., Cleveland, has been appointed assistant secretary of the Cleveland Advertising Club. He succeeds Horace Treharne, who has become secretary. Mr. Dawson was formerly with The Joseph & Feiss Company and The Newman-Stern Company, both of Cleveland.

Dodge Brothers, Inc., Becomes a Chrysler Division

Following the acquisition of Dodge Brothers, Inc., by the Chrysler Corporation, Detroit, the Dodge Brothers Corporation has been formed as a new concern in operative control of the Dodge Brothers business. The Dodge products and manufacturing and selling organizations retain their complete identity, as does the Dodge dealer organization.

Walter P. Chrysler is president of the newly organized Dodge Brothers Corporation. K. T. Keller, vice-president of manufacturing of Chrysler, is also vice-president of the new Dodge company. Fred M. Zeder, vice-president in charge of engineering of Chrysler, is now vice-president of engineering of all divisions. J. E. Fields, vice-president in charge of sales of Chrysler serves as vice-president in charge of sales of all divisions. B. E. Hutchinson, vice-president and treasurer of Chrysler, is vice-president in charge of finance and treasurer of all divisions.

E. G. Wilmer, president of Dodge Brothers, Inc., Frederick J. Haynes, chairman of the board, and Arthur T. Waterfall, vice-president in charge of traffic, have retired from the Dodge organization.

David S. Kennedy Company, New Business

David S. Kennedy is head of the David S. Kennedy Company, a new business which has been organized at New York as publishers' representative for travel and resort advertising. A number of newspapers have appointed the new company to represent them in this field. Mr. Kennedy was formerly marine editor of the New York *Herald Tribune* and, at one time, was Washington correspondent of the New York *Journal of Commerce*.

Associated with the Kennedy company are Archibald Seixas, for a number of years manager of resort and travel advertising for the New York *Herald Tribune*, and M. H. Greenwald, for sixteen years with the Philadelphia *Public Ledger* in a similar capacity and, more recently, with the *Pittsburgh Press*.

Milprint Products Advance M. R. Roberts

M. R. Roberts, formerly head of the advertising department of the Milprint Products Corporation and the Milwaukee Printing Company, Milwaukee, has been made manager of the meat merchandising division. J. Allison Cormack, formerly with Eline's, Inc., of that city, has succeeded Mr. Roberts as head of the advertising department.

Death of John D. Barnhill

John D. Barnhill, for several years a member of the firm, at New York, of Lord & Thomas and Logan, Inc., died at Bronxville, N. Y., on August 3. He was in his forty-third year.

Before joining Lord & Thomas and Logan, Mr. Barnhill had been a member of the firm of Evans & Barnhill, advertising agency, which subsequently became Evans, Kip and Hackett, Inc. He had also, for a number of years, conducted an agency business under his own name which he organized after leaving the staff of the John O. Powers Company.

Mr. Barnhill was one of a family of seven children, all except two of whom are connected with the advertising business. W. Roy Barnhill, a brother, is chairman of the board of Roy Barnhill, Inc., publishers' representative, and vice-president and publisher of the *People's Home Journal*; George B. Barnhill, another brother, is advertising manager of the Farm Finance Corporation, Oakland, Calif.; Mrs. S. Keith Evans, a sister, is the wife of a firm member of Evans, Kip and Hackett, Inc., and Mary Boone Staples, another sister, is the wife of Henry Lee Staples, president of Staples & Staples, Inc., Richmond, Va., advertising agency.

The Reason Why

GEO. E. KEITH COMPANY
WALK-OVER SHOES
BROCKTON, MASS.

Editor of PRINTERS' INK:

The writer is glad to take the occasion to congratulate you upon your fortieth anniversary and also the growth and accomplishment you can show in that period of years.

No matter how great may be the pressure of business in this department, its members always take time, whether it be in business hours or usually outside of hours, to go through both your weekly and your monthly magazines. There is only one reason why,—they are worth while.

H. W. COPELAND,
Credit-Sales Department.

Changes Name to "The Rural Digest"

The *Rural Digest*, a continuance of *Rural Life and Farm Stock Journal*, published its first issue under its new name with the August number. Miles W. Ark, of Boston, is publisher and James W. Thompson, who is located at the headquarters office at Rochester, is general manager.

Again Heads Mississippi Poster Association

Frederick R. Ziller, of Meridian, has been re-elected president of the Mississippi Poster Advertising Association. Charles Brown, of Jackson, has become vice-president and Van Rogers, of Clarksdale, has been re-elected secretary-treasurer.

Believes Nonentities Are the Best Testimonial-Givers

GREAT NORTHERN LIFE INSURANCE
COMPANY
CHICAGO

Editor of PRINTERS' INK:

It seems to me nothing could be truer than your statement [referring to the editorial in the issue of June 28, "Another Danger in Testimonial Copy"] that much of the present testimonial advertising is "advertising for the giver of the testimonial and not for the product that is paying the advertising bill." Of course this is a natural outgrowth of the mania for getting bigger and better testimonial-givers.

There are two classes of products or services:

1. Those the relative merits of which can be ascertained by examination and whose superiority can be proved by facts; and

2. Those of which it cannot be said that any one is the best or that one is better than another but where individual preference must necessarily be the guide.

With regard to the first class I am not interested in the opinions of prominent endorsers unless the advertiser shows me that these celebrities are better able to judge the facts on which relative merit is based and that they have done this.

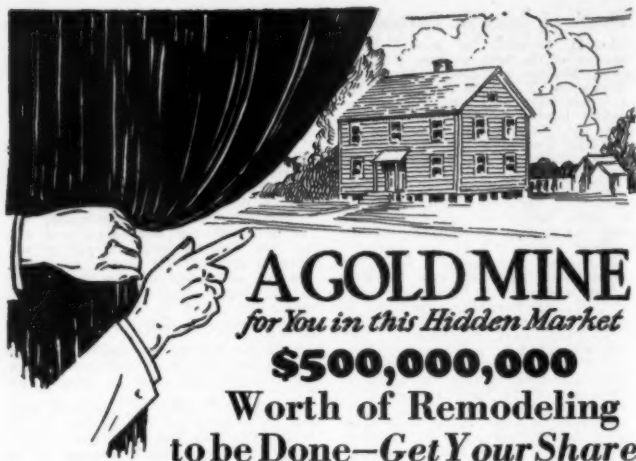
As for the second class, what the prominent endorser thinks of a certain product has absolutely no effect on me because there is no reason to assume that his tastes and mine would be identical.

The trouble with testimonials from celebrities, it seems to me, is that from the outset they encounter a certain amount of skepticism on the part of readers. No one expects these people to be concerned with the kind of cigarettes the people smoke or the kind of beds the people sleep in, unless there is some form of remuneration connected with the transaction—either money or publicity.

Testimonials are good if they appear to represent the unprejudiced opinion of a person in the position to judge relative merits.

It is my firm belief that under the present circumstances nonentities are the best testimonial-givers. If a fellow has driven 27,692 miles on a set of tires of a certain make, it looks like good advertising to see his statement to that effect and a picture of him standing beside his car. If this fellow is nobody in particular it is perfectly logical to assume that he is perfectly logical to assume that he is not getting much for the testimonial because all the advertiser would have to do would be to find somebody else who had gone that distance. In other words the supply of nonentities is unlimited and if a product really is good, diligent research will uncover enough of them so that they cannot run up the price of testimonials.

JOHN HALL WOODS,
Advertising Manager.



A GOLD MINE for You in this Hidden Market

\$500,000,000

**Worth of Remodeling
to be Done—Get Your Share.**

The curtain is drawn—and a half billion dollar market stands newly revealed to you.

America's Annual Bill for Remodeling.

New roofs ' ' ' added guest rooms ' ' ' attractive shingles over old siding ' ' ' sleeping porches ' ' ' new suit of wood-work ' ' ' hardwood floors ' ' ' sun parlors ' ' ' complete repainting and redecorating ' ' ' cedar lined closets ' ' ' new wallpaper ' ' ' new insulation ' ' ' new lighting fixtures ' ' ' new bath room ' ' ' two car garages ' ' ' new furnaces ' ' ' new furniture and draperies.

Are you getting your share of this huge expenditure?

The House Beautiful

With its intimate home appeal, gives you direct contact with this enormous market—and responsive, profitable consumer acceptance.

Results to *House Beautiful* advertisers are tangible, proven through the acid test of keyed copy. That's why *The House Beautiful* invariably stands at the Top o' the List wherever results are coupon proven.

There's profit for you in this Half Billion Dollar market and *House Beautiful* points the way.

Circulation 90,000 Net Paid (ABC) rebate backed and guaranteed. Liberal bonus.

The House Beautiful Publishing Corporation

A Member of the National Shelter Group.

8 Arlington St.

Boston, Mass.

AUGUST MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES(Exclusive of publishers' own
advertising)

	Pages	Lines
House & Garden	93	59,020
Town & Country (2 issues) 78	52,252	
Country Life	74	49,558
Arts & Decoration	65	43,470
Forbes (2 July issues)... 77	35,011	
House Beautiful	54	34,041
Vanity Fair	50	31,629
American	66	28,357
Magazine of Wall St. (2 July issues)	66	28,314
Cosmopolitan	65	28,095
Nation's Business	64	27,606
Popular Mechanics	120	26,880
The Sportsman	39	24,648
Red Book	56	24,206
True Story	53	22,804
Popular Science Monthly.. 47	20,356	
Harper's Magazine..... 85	19,068	
Photoplay	44	18,716
Field & Stream	42	17,875
Magazine of Business .. 41	17,567	
World's Work	75	16,895
Better Homes & Gardens.. 37	16,671	
Garden & Home Builder.. 27	16,646	
Physical Culture	37	16,033
World Traveler	25	15,987
American Golfer	25	15,386
Motion Picture Magazine 35	15,038	
Atlantic Monthly	59	13,266
Radio	29	12,849
American Boy	19	12,717
True Romances	29	12,430
Review of Reviews	55	12,372
True Detective Mysteries 28	12,222	
Dream World	28	12,162
Theatre	19	12,087
Outdoor Life & Recreation 28	12,048	
Science & Invention 24	10,624	
Boys' Life	15	10,410
International Studio 15	10,332	
Smart Set	24	10,235
True Confessions	23	9,892
Scribner's	44	9,784
Scientific American	22	9,775
National Sportsman	23	9,681
Motion Picture Classic .. 22	9,543	
Radio News	20	9,018
Sunset	20	8,650
Asia	20	8,496
Screenland	19	8,294
Elks Magazine	18	8,286
Hunting & Fishing	18	7,869
Secrets	18	7,697
Youth's Companion	11	7,376
Golden Book	33	7,321

A "Three In One"
Building Material
Prospect

Consider the FORBES reader as a "Three-in-One" Building Material Prospect.

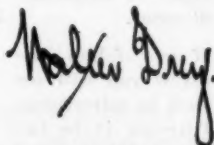
The Executive who reads FORBES has three opportunities to do business with you.

He is a man of wealth and when he builds or rebuilds a home, he is a real market for quality building products for his personal use.

He is in charge of large business activities, and usually the determining factor in specifying the purchase of materials by corporations for factories and business buildings.

He is a socially-minded business leader and is an active member of the Board of banks, churches, hospitals, and other public buildings. As a successful man his judgment on business matters receives consideration from his associates.

Will you discuss with us how to advertise to the FORBES "Three-in-One" building material prospect?

FORBES
MAGAZINE


Vice-Pres., Advtg. Director
120 Fifth Avenue New York

REPRESENTATIVES:

New York—120 Fifth Avenue, FRANK BURNS,
E. V. DANNENBERG, RUSSELL A. BOWEN;
Chicago—Tribune Tower, H. C. DAYCH;
Detroit—General Motors Bldg., D. C. MURRAY;
BLANCHARD-NICHOLS-COLEMAN, Atlanta, San
Francisco, Los Angeles, Seattle.

Member A. B. C.



The
Second Summer
 in the life of a baby
 is the hardest
 the doctors say
 and yet

CHILDREN
THE MAGAZINE
FOR PARENTS

now in its second
 summer, is growing
 rapidly, healthily,
 and without any
 signs of children's
 diseases.



If you follow the
 arrow you will see
 that in advertising
 lineage it is far
 ahead of its age and
 its circulation guar-
 antee is

90,000

for the next twelve
 months.

353 Fourth Avenue, New York

	Pages	Lines
American Legion Monthly	16	6,739
American Mercury	28	6,311
Shrine Magazine	14	5,961
American Motorist	14	5,740
Picture Play	13	5,720
Open Road for Boys	13	5,715
National Republic	13	5,676
Extension Magazine	8	5,463
American Girl	12	5,247
Association Men	12	4,932
Newsstand Group	21	4,717
Film Fun	11	4,576
Forest & Stream	10	4,211
Forum	18	4,053
Radio Broadcast	9	4,029
Nature Magazine	8	3,384
Current History	15	3,360
Bookman	15	3,276
Munsey Combination	14	3,080
Street & Smith Comb.	12	2,688
Wide World	12	2,648
The Rotarian	6	2,574
Everybody's	10	2,233
Blue Book	8	1,763
St. Nicholas	3	1,262

WOMEN'S MAGAZINES

	Pages	Lines
Vogue (2 issues)	120	75,692
Ladies' Home Journal	94	64,141
Harper's Bazar	74	49,423
Good Housekeeping	112	48,066
Woman's Home Companion	50	34,030
McCall's	46	31,271
Delineator	43	29,413
Pictorial Review	40	26,898
Holland's	24	17,722
Modern Priscilla	16	10,850
Farmer's Wife	12	8,482
People's Home Journal	12	8,380
Children, The Magazine for Parents	19	7,962
Junior Home Magazine	11	7,527
People's Popular Monthly	11	7,344
Woman's World	10	6,977
Household Magazine	9	6,614
Fashionable Dress	9	6,468
Needlecraft	9	6,346
Child Life	9	3,854
Messenger of Sacred Heart	12	2,795

CANADIAN MAGAZINES

	Pages	Lines
Maclean's (2 July issues)	56	39,614
Can. Homes & Gar. (July)	59	37,145
Mayfair	48	30,358
West. Home Mo. (July)	36	25,987
Can. Home Journal (July)	35	24,749
Rod & Gun in Canada	23	9,793

. no high pressure circulation schemes
 no special inducements
 no inflations
 no lure of fiction
 no "s. a."
 only a good editorial policy
 only a 100% reader service
 a clean well-printed book
 **NEEDLECRAFT MAGAZINE**

JULY WEEKLIES

July 1-7	Pages	Lines
Saturday Evening Post	70	47,312
New Yorker	34	14,706
Liberty	23	14,523
Collier's	20	13,399
Literary Digest	29	13,353
American Weekly	5	9,359
Life	13	5,534
Time	12	5,014
The Nation	7	3,045
Christian Herald	4	2,710
New Republic	4	1,954
Judge	4	1,667
Outlook	3	1,445
Churchman	3	1,292

July 8-14	Pages	Lines
Saturday Evening Post	85	57,940
New Yorker	46	19,823
Liberty	25	15,851
Collier's	23	15,831
Literary Digest	27	12,220
American Weekly	5	10,020
Time	17	7,175
Life	11	4,731
Christian Herald	4	2,969
The Nation	7	2,835
Outlook	6	2,759
Judge	5	2,132
Churchman	5	2,131
New Republic	4	1,544

July 15-22	Pages	Lines
Saturday Evening Post	82	55,908
Liberty	36	23,335
New Yorker	37	15,709
Literary Digest	30	13,781
American Weekly	7	13,299
Collier's	13	9,112
Time	16	6,957
Life	11	4,702
Outlook	5	2,145
The Nation	5	1,890
Christian Herald	2	1,693
Judge	3	1,405
New Republic	3	1,283
Churchman	2	856

July 23-28	Pages	Lines
Saturday Evening Post	77	52,528
Liberty	29	18,760
New Yorker	31	13,453
American Weekly	6	11,778
Literary Digest	24	10,942
Collier's	13	8,745
Time	13	5,415
Life	10	4,078
Christian Herald	3	2,373
Judge	5	2,018
The Nation	4	1,785
Outlook	4	1,639
Churchman	3	1,333
New Republic	2	1,044

July 29-31	Pages	Lines
American Weekly	4	7,904
Time	12	5,278
Totals for July	Pages	Lines
Saturday Evening Post	314	213,688
Liberty	113	72,469
New Yorker	148	63,691
American Weekly	27	52,360
Literary Digest	110	50,296
Collier's	69	47,087
Time	70	29,839
Life	45	19,045
Christian Herald	13	9,745
The Nation	23	9,555
Outlook	18	7,988
Judge	17	7,222
New Republic	13	5,824
Churchman	13	5,612

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

	Pages	Lines
1. Vogue (2 issues)	120	75,692
2. Ladies' Home Journal	94	64,141
3. House & Garden	93	59,020
4. Town & Country (2 is.)	78	52,252
5. Country Life	74	49,558
6. Harper's Bazar	74	49,423
7. Good Housekeeping	112	48,066
8. Arts & Decoration	65	43,470
9. Maclean's (2 July is.)	56	39,614
10. Can. Ho. & Gar. (July)	59	37,145
11. Forbes (2 July is.)	77	35,011
12. House Beautiful	54	34,041
13. Woman's Home Comp.	50	34,030
14. Vanity Fair	50	31,629
15. McCall's	46	31,271
16. Mayfair	48	30,358
17. Delineator	43	29,413
18. American	66	28,357
19. Magazine of Wall St. (2 July is.)	66	28,314
20. Cosmopolitan	65	28,095
21. Nation's Business	64	27,606
22. Pictorial Review	40	26,898
23. Popular Mechanics	120	26,880
24. West. Ho. Mo. (July)	36	25,987
25. Can. Ho. Jour. (July)	35	24,749

New Accounts for Detroit Agency

The Ken-nite Company, manufacturer of automobile polishes, and Knott & Garllus, manufacturers of Vita health machines, both of Detroit, have placed their advertising accounts with C. C. Winningham, Inc., advertising agency of that city.

Plans for Knott & Garllus call for the use of magazines, newspapers and direct mail. On the Ken-nite account, business paper and direct-mail advertising will be used.

Number 11 of a Series

Our record on Port of Newark Advertising

CITY OF NEWARK, NEW JERSEY
DEPARTMENT OF PUBLIC AFFAIRS
THOMAS L. RAYMOND
MAYOR

July 28th, 1926.

Magazine of Wall Street,
42 Broadway, New York City.

Gentlemen: In the steady flow of inquiries that have been received as a result of our Port Newark advertising campaign, my attention has been directed rather forcibly to the excellent results we have obtained through the Magazine of Wall Street.

Not only has the number of inquiries from your publication been large but the quality of business houses, financial, commercial and industrial, which they represent is of the type we are most desirous of reaching.

Very truly yours,

Peter J. O'Leary Jr.

O/S

Agent, Bureau of Information.

We produce for Community advertising because we reach in an intimate way the big corporations who are the best prospects on expansion campaigns.

**The MAGAZINE
of WALL STREET**

Member A. B. C.

C. G. WYCKOFF, Publisher

42 Broadway

New York City

Largest circulation of any financial magazine in the World.

FOUR-YEAR RECORD OF AUGUST ADVERTISING

	1928 Lines	1927 Lines	1926 Lines	1925 Lines	Total Lines
House & Garden.....	59,020	63,536	67,104	49,075	238,735
Town & Country (2 issues)....	52,252	58,414	55,647	52,475	218,788
Country Life	49,558	48,012	47,040	53,184	197,794
Maclean's (2 July issues).....	39,614	45,876	43,355	40,817	169,662
Arts & Decoration.....	43,470	43,014	34,650	27,552	148,686
House Beautiful	34,041	38,074	38,754	27,986	138,855
Vanity Fair	31,629	35,235	37,680	33,746	138,290
American	28,357	35,104	34,336	34,687	132,484
Forbes (2 July issues).....	35,011	30,209	34,460	28,126	127,806
Cosmopolitan	28,095	28,122	29,483	31,980	117,680
Popular Mechanics	26,880	27,776	26,740	24,006	105,402
Red Book	24,206	25,988	24,867	23,376	98,437
Nation's Business	27,606	24,763	24,440	20,891	97,700
Magazine of Business.....	17,567	26,382	22,813	19,111	85,873
Field & Stream.....	17,875	19,019	20,878	21,307	79,079
Garden & Home Builder.....	16,646	16,182	21,097	23,218	77,143
Physical Culture	16,033	17,528	20,478	20,342	74,381
Photoplay	18,716	19,664	17,628	18,036	74,044
Harper's Magazine	19,068	19,152	19,852	14,164	72,236
True Story	22,804	17,405	18,214	13,703	72,126
Popular Science Monthly.....	20,356	17,226	16,321	16,165	70,068
World's Work	16,895	15,192	15,669	12,256	60,012
Review of Reviews.....	12,372	12,875	15,429	15,243	55,919
Atlantic Monthly	13,266	14,231	14,389	12,800	54,686
Motion Picture Magazine.....	15,038	13,521	12,937	11,155	52,651
American Boy	12,717	13,260	13,288	10,077	49,342
Outdoor Life & Recreation.....	12,048	10,321	12,723	12,450	47,542
Scribner's	9,784	12,581	13,776	9,987	46,128
Sunset	8,650	11,079	12,850	12,329	44,908
Better Homes & Gardens.....	16,671	9,457	8,573	7,097	41,798
Theatre	12,087	10,744	10,191	7,314	40,336
Science & Invention.....	10,624	9,871	10,474	9,329	40,298
National Sportsman	9,681	12,443	8,349	9,128	39,601
Scientific American	*9,775	*7,772	10,603	10,710	38,860
Boys' Life	10,410	8,952	9,198	9,123	37,683
International Studio	10,332	8,176	9,148	8,475	36,131
Forest & Stream.....	4,211	5,325	5,309	5,319	20,164
Munsey Combination	3,080	4,032	4,812	3,416	15,340
Everybody's	2,233	2,680	3,802	3,692	12,407
St. Nicholas	*1,262	*1,144	*2,145	2,240	6,791
	819,940	840,337	849,502	766,087	3,275,866

*New Size

WOMEN'S MAGAZINES

Vogue (2 issues).....	75,692	82,576	75,268	69,036	302,572
Ladies' Home Journal.....	64,141	65,906	62,431	50,841	243,319
Good Housekeeping	48,066	41,086	47,480	42,373	179,725
Harper's Bazar	49,423	45,017	37,982	42,865	175,287
Woman's Home Companion.....	34,030	38,743	38,684	33,580	145,037
Pictorial Review	26,898	26,765	26,664	21,792	102,119
McCall's	31,271	24,960	22,167	13,555	91,953
Delineator	†29,413	†22,226	17,676	17,182	86,497
Modern Priscilla	10,850	13,140	12,580	11,342	47,912
People's Home Journal.....	8,380	9,384	9,992	9,996	37,752
Woman's World	6,977	7,426	6,990	8,084	29,477
People's Popular Mo.....	*7,344	*7,162	*7,576	6,196	28,278
Needlecraft	6,346	5,610	4,685	4,760	21,401
	398,831	390,721	370,175	331,602	1,491,329

†Designer combined with Delineator.

*New Size

WEEKLIES (4 July Issues)

Saturday Evening Post.....	213,688	†319,130	†300,238	258,367	1,091,423
Liberty	72,469	†95,417	†87,649	36,869	292,404
Literary Digest	50,296	†60,651	†62,195	49,198	222,340
New Yorker	63,691	†70,034	†48,330	4,088	186,143
Collier's	47,087	†45,622	†41,905	33,782	168,396
American Weekly	†52,360	†34,419	22,973	24,278	134,030
Life	19,045	18,689	†23,464	†19,189	80,387
Christian Herald	9,745	†10,005	†15,299	14,228	49,277
Outlook	7,988	6,268	10,244	†15,582	40,082
	536,369	660,235	612,297	455,581	2,264,482
Grand Totals	1,755,140	1,891,293	1,831,974	1,553,270	7,031,677

†Five Issues

145 New York Shops

—and Why

THE NEW YORKER'S high favor with merchants high in the favor of upper-ten New York means

—high visibility for your advertising in THE NEW YORKER, watched zealously by merchandise men and buyers in New York's smartest shops for the announcements of their own stores and competitors,

—the tacit assertion to them of your own faith that you elect to set your cap for the buying favor of the most discerning and exacting market in the world: a paramount influence to bring to bear on merchants of the first class.

That is why 346 national advertisers have used 1540 pages of advertising in the past twelve-month.

The
NEW YORKER

The Little Schoolmaster's Classroom

THE type of unemployment we now have, has been called a by-product of prosperity. As part of the price we pay for progress, the new and improved machine displaces a certain number of workers. The number of men thrown out of their jobs by improved machinery has worried economists.

The Schoolmaster has always taken this professed worry with a grain of salt. One reason for this feeling is the fact so convincingly presented by Thomas E. Watson, president of the International Business Machines Corporation, in **PRINTERS' INK MONTHLY** for August, that those industries which have been most progressive in the use of improved machinery now employ a far greater number of men than they did a few years ago.

But the problem remains one which causes the individual employer much concern when he feels forced to let out individuals who have faithfully served him, when he adds a new machine which makes it possible to produce more with fewer men.

The A. Nash Company of Cincinnati, clothing manufacturer, has handled the difficulty in a way which seems logical and human. For some time, according to A. P. Harmon, president of the company, the room where the company's suits are cut has been over-balanced.

Increased efficiency and better machines introduced into this department, both by the union and company management, speeded up production so that it was felt the force of 125 employees could be cut down considerably. The company, however, didn't want to discharge individual employees. Inquiry among the individuals developed the fact that a number of cutters had long contemplated getting into other lines of employment. Instead of discharging men right and left, without discovering who wanted to stay, it was decided to offer a cash bonus of \$300 to every one who didn't object to leaving—who had, in other words,

already considered taking the step.

Under this offer, a sufficient number of men were discovered who were willing to leave the business and it was not found necessary to discharge anyone. This happy solution to a difficult problem is one more indication of the changed attitude of modern management toward employees, and is a method which may commend itself to other manufacturers who find themselves facing a similar situation.

* * *

The Schoolmaster has been talking with a pilot on a coastwise vessel on the Atlantic seaboard. The vessel is one of many that are owned by one company, the name of which is known to everybody. Consequently its name will not be here revealed to the Class.

The steamship company finds it difficult to secure good pilots. This one stated with pride that he has been responsible for more young men getting their pilot's license than any other person in the company. He has spent many leisure hours flat on the floor pawing over charts, making quantities of notes and sweating out facts in general. He bought a second-hand typewriter and typed these out into a comprehensive text book which he loaned to ambitious young men studying to become pilots. The captains of lightships and buoy-laying craft had stamped their hearty approval on it, saying it was one of the best text books that existed on the subject.

But when this pilot suggested that the company print it as a manual for the use of pilots on all its boats, also as a text book to train other pilots, the whole matter was pigeon-holed. The type-written draft was returned with a short letter saying that it was rather "fair," but that the company could not incur the expense of publication just then.

Meanwhile, young men are copying it long-hand to get copies for their use—and the company still

If National Advertiser C



adds twenty percent to his dealer sales by investing a mere fraction of that amount in a *permanent* form of dealer-door advertising, does he like it?

Does he?

Prominent national advertisers tell us that their "cash-in" cost on national advertising is the lowest they have ever experienced — using Flexlume Electric Signs as part of the program.

Advertising their products, day and night, over their dealers' doors is what they are doing—advertising right at the point of sale.

If successful for others, why not for you? Let us send the facts and figures of our advertiser-dealer tie-up plan.

FLEXLUME CORPORATION, 1056
Military Road, Buffalo, N. Y.

*Factories also at Detroit, Los Angeles,
Oakland and Toronto*



NATIONAL SERVICE OFFICES IN CHIEF CITIES OF U. S. AND CAN.

FLEXLUME ELECTRIC DISPLAYS

POSITION WANTED

COPY WRITER With Unusual Experience

Available—Copy writer who has consistently secured surprising results, especially in difficult types of mail-order and inquiry-coupon advertising—both as copy writer and copy chief of well-known AAAA agency. Experience includes handling of national publicity accounts as well as a background of magazine editing and newspaper writing. Thoroughly familiar with agency practice and operation, problems of merchandising, distribution, research, etc. Accustomed to being entrusted with complete handling of important accounts. Can present concrete evidence that his salary has been an extremely profitable investment for his present agency, with which he has been connected the past 3 years. Thirty years old, college education. Write "B," Box 77, Printers' Ink.

An Opportunity for a Printing Salesman who is really an Advertising MAN

Somewhere there is a Printing Salesman who feels he belongs in the advertising profession. This man must have an established clientel of customers who use his ideas and brains . . . but now his personal earnings are being based on the sale of printing—not creative advertising.

To this man, one of New York's largest Direct Advertising Agencies offers the opportunity to come into their organization as an account executive—and the means of earning a five figured income.

We seek a man who is tired of selling printing and knows he can sell direct advertising. We are not printers—but a complete advertising organization specializing in the Direct Advertising field.

KRAMER ASSOCIATES, Inc.
Graybar Bldg., New York City

Phone: Lexington 7165

needs man-power in the pilot department.

The Schoolmaster has always thought that if a man really wants to cut his overhead and reduce his running expenses, he should go right to his rank and file to get suggestions and ideas. These people are living with the machinery and the material used every day. It is their life, and no matter how dumb or stupid they are, they are bound to have some mighty good suggestions just through the sheer accumulation of continued daily experience.

* * *

Like other folks, the Schoolmaster likes to get mail from foreign places. The letters seem to have something about them that domestic letters lack. Well, this particular one came from London. It was from an English advertising agent and it abounded in interest—human interest—and quite proved the case for "foreign mail."

The letter:

I am enclosing a letter from a friend of mine which I think you will enjoy, and which you may feel like asking your readers to enjoy with you. I may explain that my friend Mac— is a man in the middle sixties, is American born, but has lived in this country for over twenty years. He is the author of a book . . . which is a record of his observations made on a return visit to his native land during the war years.

Mac— may be said to be identified with advertising, for he has been a seller of space in British media for many years, but I think that it is improbable that he knows PRINTERS' INK apart from the acquaintance made through my sending him a particular copy for a particular purpose.

Mac— proposes to return to America to end his days there, and because he is without kith or kin and because also he is himself, he hopes to breathe his last in some place of hiding, following the example of wild animals. When I mentioned this desire of Mac—'s to an Englishman, his remark was, "I hope he will have a fine night."

Yours faithfully,

Well, withholding comment, here is Mac—'s letter:

Thanks for the copy of PRINTERS' INK. I return the hated thing quickly.

The little magazine is exceedingly clever, and many of the articles are most interesting and forcefully written. I enjoyed them but gained no good from them. Taken as a whole the magazine reflects a screeching, wailing world—and a voice that makes it

2 openings

[1] For an able writer of advertising

The position is important enough to interest the best men in the field.

\\

[2] A seasoned account executive

Experience in merchandise sold through men's wear stores would be particularly desirable—though not absolutely essential.

\\

The positions are with a
Four A Agency

Address "D," Box 79, Printers' Ink

Sales Manager

A direct-mail salesman of first rank with knowledge of layout and typography is wanted in Chicago. His job will be to sell a direct-mail printing specialty and aid in its development; first by selling it himself and learning how and then building and managing a sales force of twenty to thirty men. The specialty is not new (except as it may be developed) freakish nor restricted in use. It can be used in some form by every business concern and its foundation is quantity production.

We must have complete record of experience and accomplishments during last ten years which will be held strictly confidential. This is an entirely new department for us (we are a large, long established concern) and have no connection with applicants previous affiliations. We expect to pay ten thousand a year and a share in profits.

"G," Box 221, Printers' Ink



\$50. a Month

Will be the total cost of sending a first-class house organ to 250 selected customers and prospects.

Write for Sample

The William Feather Company
607 Caxton Building : Cleveland, Ohio

Golfdom

The Business Journal of Golf

Our Buyers' Bulletin relaying hundreds of inquiries to our advertisers every month represent an important part of our service.

236 N. CLARK ST., CHICAGO

self heard today must rise to a howl tomorrow, and to an hysterical scream the day following. What is the end of it all?

Of course my intense dislike of this sort of thing may smack something of sour grapes. I am fully conscious of that. But all of my instincts, born in me, lead me in the opposite direction. I am first cousin to the Sphinx—I claim no sort of kinship with the airplane.

But more of these things anon.

Sincerely,

MAC—

As he sits at the typewriter, the Schoolmaster wonders what the Class expects him to say regarding this expatriate. The one thing that surprises is his denunciation of the very world he lives in. Not that we never do that very thing, but his spleen is directed against the advertising world. If PRINTERS' INK gives him the impression of a screeching, howling advertising business—screaming advertising, hysterical merchandising, bawdy selling—it is a wonder that he identifies himself so closely with the profession in England. Particularly when his instincts seem to lead him so surely to the Sphinx.

All told, it is an interesting letter but, coming from one in the business, it is hardly convincing. It would be more sincere as the expression of a Gilbert Chesterton or an H. G. Wells. Even for an advertising solicitor it sounds a bit dramatic.

* * *

Salesmen have a number of legitimate complaints concerning unnecessary obstacles which are thrown in their path by buyers. Not the least important of these consists of the common habit of keeping salesmen waiting.

In view of this, what does the Class think of the record compiled by a prominent organization which, on one day when its buyers

Mailing Lists

Will help you increase sales

Send for FREE catalog giving counts and prices on classified names of your best prospective customers—National, State and Local—Individuals, Professions, Business Concerns.

99% GUARANTEED by refund of 5¢ each



ROSS-Gould Co. 244N. 10th St. St. Louis

Wanted— an Outstanding Copy and Plan Man

With us, a leading 4-A agency, the man who can hold his own with the country's best will find an opportunity for the expression of his ideas and advertising personality. And he will live in one of America's most delightful environments on the Atlantic coast.

It will be a waste of time for any but a seasoned agency man to apply. Impractical theorists, "out-of-jobbers" and jack-of-all trades simply would not fit. The man we want must know where he's going and then be able to get there.

He needs versatility, of course, for in his day's work he will be called upon for ideas, plans and copy relating to a wide variety of lines. And, in every case, his vision must be able to sense, in proper perspective, a well-balanced ratio between the viewpoints of client, consumer, dealer, and agency. In other words, he should know merchandising in all of its forms.

Plans . . . which will show on paper every step needed to successfully market a product. *Copy . . .* that moulds selling facts into word pictures which ring with sincerity—grip and influence. The ability to produce them is the vital essential which nature, education and experience must have blended into the make-up of the man we are looking for.

Such a man will be happy here—and prosperous.

Sell yourself, in your first letter, with all the infinite pains that you would employ in selling a client's product. You'll know what that means, and so do we.

Address Y, Box 74, care of Printers' Ink.

Seeking Reliable Sales Representation?

A seasoned sales executive with merchandising and market developing experience wishes to hear from a manufacturer of a meritorious product, desiring the services of a real sales builder.

Whether your product is in the introductory stage, or, being established, its sales possibilities are not fully capitalized upon, this salesman feels he can get the utmost out of any given territory. Address "H," Box 222, PRINTERS' INK.

Would You Like to Retire

if you knew where you could find a good

PUBLICATION MANAGER?

After spending years building up your publication to a substantial basis, do you feel that you would like to take things easier, if you could only find safe hands to take hold of things?

If so, you will be interested in a man who has had several years' experience in the technical and trade publication field as editor, advertising solicitor, business manager and treasurer. Welcomes full responsibility for results.

Age 33. Engineering graduate. "C," Box 78, Printers' Ink.

WANTED:

Young married man who knows agriculture, preferably agricultural implements for advertising and sales promotion work. Must be able to prepare copy and follow literature distribution. Fine opportunity for advancement if you produce. In reply, give age, nationality, past experience, references, and salary that would interest you for first year. How soon available? Address "A," Box 76, Printers' Ink.

saw over 100 salesmen, kept these men waiting an average time of only one and one-half minutes? To salesmen who have cooled their heels for an hour and more, the record must appear to be too good to be true. Nevertheless, the incident is a true one and the company referred to is the Oakland Motor Car Co., Pontiac, Mich.

When a salesman calls at the Oakland plant, the clerk at the information desk records the time of his arrival and the time he had to wait before seeing the person he wanted to interview. Every morning, the record thus compiled is sent to each of the nine buyers.

In the outer office Oakland maintains three bulletins. One announces that it is the company's policy to see all salesmen as promptly as possible and asks the salesmen to call on the information clerk if they are kept waiting too long. The second bulletin is ostensibly addressed to the company's buyers and reiterates this policy. The third bulletin, and the most interesting of all, reads: "Salesmen: We will try to see you promptly. Help us to help you. Number of salesmen interviewed yesterday—75. Average time of waiting 1.8 minutes. Salesmen interviewed in June, 2,526." (The figures are changed daily.)

Death of Ivan Coolidge

An automobile accident, just outside of Des Moines, resulted in the death of Ivan Coolidge last week. He was president of the Coolidge Advertising Company, Des Moines, and at the time of his death was forty-three years old. Mr. Coolidge was formerly with the Des Moines Register and Tribune-Capital before starting his own advertising business fifteen years ago.

Appointed by "Country Newspaper Advertising"

Country Newspaper Advertising, Des Moines, Iowa, has appointed Arthur W. Stypes, Inc., publishers' representative, as its representative on the Pacific Coast.

"GIBBONS knows CANADA"

J. J. GIBBONS Limited Advertising Agency
 Toronto..... Montreal..... Winnipeg..... Vancouver..... Hamilton..... London, Eng.
 New York Office 2152 Graybar Bldg. Thomas L. Briggs, Manager for United States

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

PARTNER FOR MAGAZINE WANTED

—\$3,000 to \$5,000 to invest with services in national publication without competition. Printing and distribution O.K. Remarkable proposition. Box 826, P. I.

WILL PAY CASH

for modern up to date electrical Home study course—also shorthand secretarial course. Box 834, Printers' Ink.

HELP WANTED

National Advertising Solicitor wanted by newspaper representative. Real opportunity for man with agency acquaintance and the right personality. Box 824, Printers' Ink.

YOUNG MAN to help with preparation of all kinds of advertising on Diesel Engines. Technical graduate preferred. Give full details of past experience, qualifications, salary, etc. Box 822, P. I.

ILLUSTRATIVE PHOTOGRAPHER

We want an A1 operator—must be experienced in model work and know how to handle lighting of high-class advertising illustrative subjects. Apply by letter with samples giving full particulars. Do not apply unless you have the goods, steam and ambition to get ahead. Your reply will be held confidential. Wilding Picture Productions, Inc., 1358 Mullett Street, Detroit, Michigan.

PROMOTION COPY MAN

A prosperous Middle-Western newspaper offers a splendid opportunity to a young man with college training and executive ability, thoroughly experienced in preparing advertising copy for newspaper, who can contribute sound ideas for promotion copy and who is ready to step out and manage a department of copy writers. Write, giving education, previous experience, age and salary expected. Box 836, Printers' Ink.

WANTED—Successful leader who knows how to hire, develop and stimulate specialty salesmen, who is able to transfer his ability into another field. Salary or overwriting contract. Home office training before successful candidate goes to Dayton district organization of large life insurance company. Write in full, in confidence, giving record. This is a real opportunity for a high powered sales executive who can fit into our plan and program. Write in confidence. Box 823, Printers' Ink.

SALES EXECUTIVE

Young engineer has developed a new product in new field. Huge potential national market and good patent situation. Sells to home owners and others for \$200.00 to \$1,000.00. Proven up in local way. Desires services of executive capable of developing national market. Investment can be arranged, but not required. Box 832, Printers' Ink, Chicago Office.

POSITIONS WANTED

ARTIST—Visualizer, layout, constructionist, modern colorist, figure and letterer. 20 years' litho and agency experience wants connection in N. Y. Box 831, Printers' Ink.

ART DIRECTOR—lithograph window display experience desires connection with agency with display department. lithograph house or display brokers. N. Y. preferred. Box 830, P. I.

Secretary—Previous experience: banking, technical, advertising art, wholesale and retail sales. Can gather data, manage office, sell customers, handle correspondence independently. Box 833, P. I.

Copy and Layouts

Mail order, direct mail, general; unusually high grade man; full or part time. Box 829, Printers' Ink.

First Class Commercial Artist

Quick, creative and modern. Years of experience on National Advertising art. Work in all mediums. Good figure work. Lettering layouts and retouching. Salary \$1.75 per hour. Box 827, P. I.

ADVERTISING DIRECTOR AVAILABLE

Familiar with all functions of newspaper advertising and business departments. Successful record; highest credentials; age 40; married. Box 828, Printers' Ink, Chicago Office.

copy writer, merchandiser

YOU might profit from my experience with agencies, manufacturers, periodicals and a printer in sales promotion, copy, advertisement production, editing. Box 835, Printers' Ink.

AMBITIOUS YOUNG CREATIVE ARTIST

desires connection with growing firm. Capable of doing finished work as well as rough layouts. Excellent background experience. Have ability to visualize clients' problems, and to create and execute ideas that will sell! Box 825, P. I.

THIS MAN WILL SERVE YOU WELL

Advertising Executive with sixteen years' experience in trade paper, newspaper and general field. He has recently been advertising manager of nationally known organization doing wholesale and retail business of \$11,000,000, controlling annual advertising expenditure of over \$300,000. He KNOWS national and local advertising, sales promotion, direct mail, window display, and dealer cooperation. Would be a valuable man for any organization. Age 33, Christian, married. He is seeking an opportunity in New York City or Western New England. Grant & Wadsworth Advertising Agency 342 Madison Ave., New York City

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And then---

15,000 Miles by Airplane to Serve Prairie Farmer Subscribers

DURING the past three months *Prairie Farmer* editors travelled more than 15,000 miles by air—in *Prairie Farmer's* own plane—gathering news, taking pictures, attending fairs and picnics, addressing farmer meetings.

This twentieth century method of serving its subscribers with last minute news is another reason why *Prairie Farmer* enjoys prestige in its territory, unmatched by any other farm paper.

→ PRAIRIE FARMER - Chicago
BURRIDGE D. BUTLER, Publisher

Member of: Standard Farm Paper Unit for Illinois and Indiana.
See advertisement page 2.

NOW AVAILABLE



BOOK OF FACTS 1928

**THE CHICAGO TRIBUNE
THE WORLD'S GREATEST
NEWSPAPER**



